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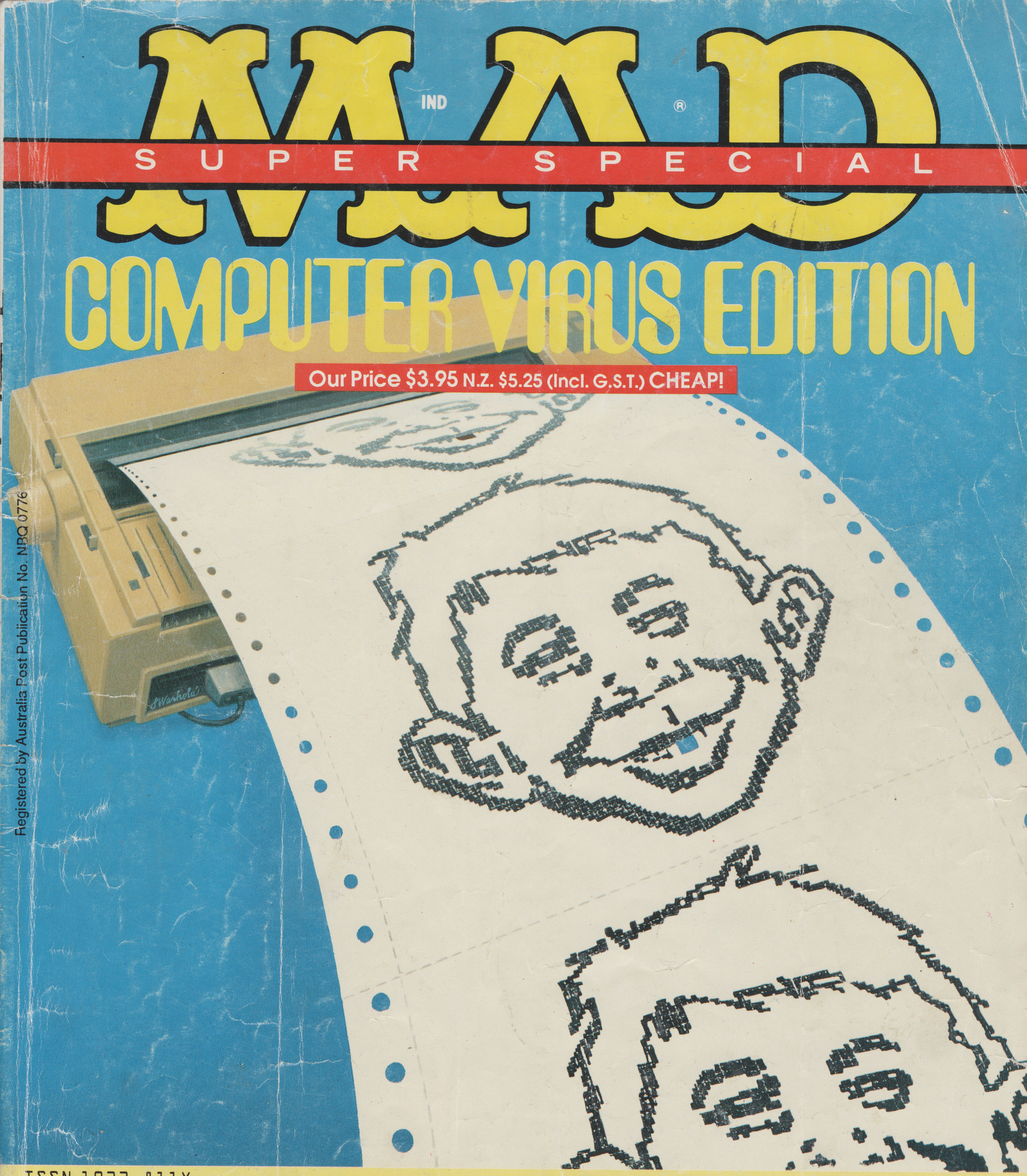

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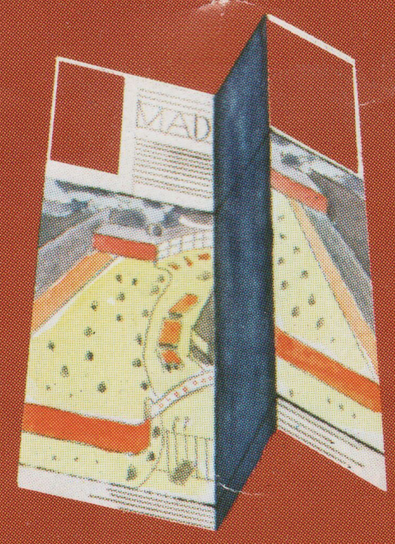
IN WHAT AREA OF HIGH-TECH "CHIP" DEVELOPMENT DOES THE U.S.A. STILL HOLD A COMMANDING LEAD?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

There is always vigorous international competition in every aspect of Industry. But in one area, the U.S.A. is still the undesputed and unchallenged champ. To find out what that area is, fold in page.



FOLD PAGE OVER LIKE THIS!

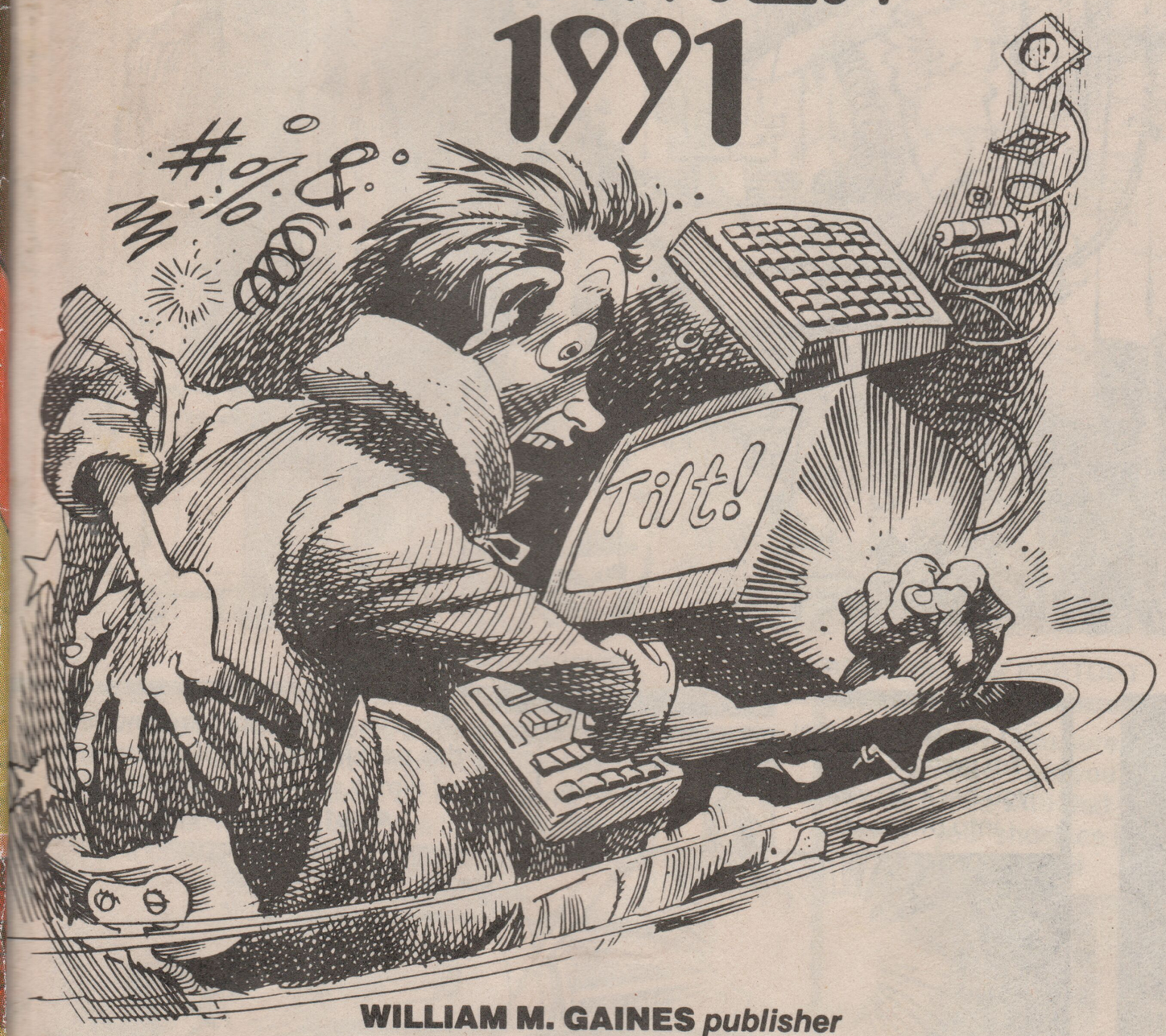
A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

IN ONE INDUSTRIAL GAME, OLD AMERICAN PROS ARE CHOCK-FULL OF WINNING WAYS. THIS LEAVES THEIR DESOLATE COMPETITORS OUT IN LEFT FIELD. U.S. GAMESMANSHIP CONSTANTLY BEATS OFF CHALLENGES BY EAGER NEW ROOKIES

ARTIST & WRITER:
AL JAFFEE

A▸ ◂B

MAD COMPUTER VIRUS SUPER SPECIAL NUMBER 76 SUMMER 1991



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the usual gang of idiots

FRONT COVER ARTIST: JAMES WARHOLA

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PRESENT TENSE, PAST IMPERFECT DEPT.

Steven Spielberg knows how to make kids happy! He gives them what *they want most*—movies that fulfill their dreams and wishes, like *time machines!* Kids know how to make Steven Spielberg happy! They give him what *he wants most*—movie admission money that fulfills his dreams and wishes, like a *bulging bank vault!* This latest addition to his long string of smashes sure doesn't make it look too...

BLEAK

I'm **Marquee,** a close friend of Dr. Clown here! While helping him with his various experiments, I've been blown up, burned, buried, and almost electrocuted! What **laughs!** I can't wait to find out how his latest invention—a **time machine**—is going to **mangle me!**

I'm the wild and crazy **Dr. Clown** you've just heard about **moments**—or was it **hours ago?** I'm so involved with my **time machine** that I lose track! I've amassed a **fortune** in debts, but my plan is to send the **bills** back in time before I got my **credit cards!**

I'm **Rugstain,** Dr. Clown's dog! Unlike that idiot Marquee, I **don't** enjoy the abuse I endure because of these **nutty inventions!** Like this **robot!** Why can't Clown put dogfood in a dish like **normal people!**

I'm **Deranged,** Marquee's **mother**—and **former girlfriend!** If you think **that's** weird, imagine how it feels being worried when my son's out late on a date—with **me!**

DOG FOOD

DOG FOOD

RUGSTAIN

Doc, isn't plutonium very **expensive?**

Yes, but I get 2 million miles per drop in **city driving,** more with **time travel!** Of course, **your** mileage may vary!

Get ready, Marquee! I'm going to send you back **30 years** into the **past!**

Aren't you going with me, Doc?

No, I've gotta stay here and feed this **parking meter** 30 years worth of dimes so we can keep this spot **empty** for your **return!**

MADE IN JAPAN

FOR THE FUTURE

I'm **McShy,** Marquee's father as well as a **distant acquaintance!** That's not so weird—**lots** of father and son relationships are little more than distant acquaintances!

This is it, Marquee, a machine that hits **88 MPH** in **2.8 seconds! Amazing,** isn't it?

Big deal! I've got a set of wheels that does **four times** that—my **skateboard!** How come you built a **time** machine out of a **DeLorean?**

Why not? John DeLorean almost did **time** because of this machine, so it makes **perfect sense!** I've sent Rugstain back in time and the experiment worked so well that I'm thinking of sending him back twice a day so I won't have to use a **pooper scooper!** It runs on pure **plutonium...**

The **pooper scooper?**

The **time machine,** I think...

A NERD IN HAND...

"Q" DRUCKER

JCPenn

SUMMONS FOR BRAKING DELOREAN

FIRST AID

OIL

VINEGAR

APRIL FOOL'S

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

Doc Clown's time machine **does** work! Here I am on the vacant lot my parent's house will be built on in the **future!** I think I'll move those surveyor's markers a little so we'll have a **corner house** like they always wanted!

VACANT LOT

LYING ES
TO BE
BUILT
HERE
YOU CAN "PLOTS" FROM

Hey, McShy, you sure are gullible! I get you every time with that corny "your shoelace is untied" routine!

Isn't it possible that my shoelaces **are untied?**

Idiot—you only wear **loafers!**

Hey, that guy must be my **future father!** He's getting **put down** by those bullies the same way he gets put down by **mom!**

PROM NIGHT

THE EARLY NERD CATCHES IT ALL.

You **saved** my **life** by pushing me out of the way and getting hit by that car **yourself!** You **shouldn't have** done it!

Ah, it was **nothing!**

"Nothing?" Are you kidding? What if that driver gets **angry** 'cause he wanted to hit **me** instead of **you!**

You're even a bigger **wimp** than I thought!

Please don't say that— **compliments** make me **blush!**

PLYMOUTH

61 805

Hi, I'm **Deranged...**

I'm a bit **mixed-up** myself! What am I doing **here** in this **bedroom?**

My father was the **driver** of the **car** that **hit** you!

You mean I was **badly injured?**

No, **Calvin,** just **shaken up!** Most of your **injuries** came from trying to **resist my advances!**

BETTER WED THAN BED

Why do you call me **Calvin?**

Because your name is on your underwear— **"Calvin Klein!"**

I hate to think what you'd call me if I was wearing **"Fruit of the Loom!"**

CALVIN

Listen, Calvin, I'm not interested in just a **"sister/brother" relationship!**

How does **"mother/son"** sound to you? And you can **stop** calling me Calvin...

What **should** I call you?

Jockey!

You've **changed** your **name?**

No, I **changed** my **underwear!**

LA

WHERE'S THE BRIEF?

DON'T WANT A GIRL, JUST LIKE THE GIRL, THAT MARRIED DEAR OLD DAD!

Doc! Doc Clown! I finally found you!

Please go away, I'm **very busy!** I'm working on a **new formula** for **Coke,** and unless I **hurry,** I won't have it ready **until 1985!**

It's me—**Marquee!** You invented a **time machine** and sent me back into the **past**—your **present**—from the **future!**

That's **utter nonsense!** But since utter nonsense is my **life's work,** I'll **accept** what you say!

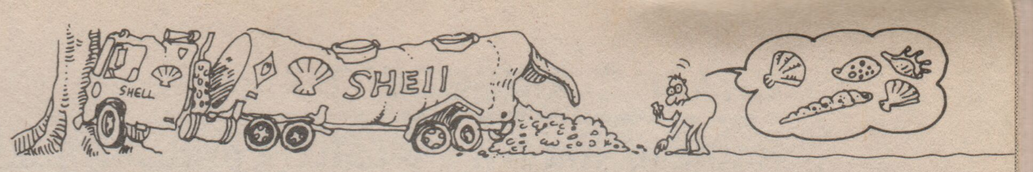
You've got to **help me** get back to **1985!**

Why **bother?** It could take us **30 years** to accomplish that! It'll be 1985 **without all the hard work!**

But I've got a **mother** and a **girlfriend** there, and I like it that they're **two different people!** I've hidden the **time machine!** Let's get it over here so you can **send me back!**

AYHOUSE

PO



Okay, Doc, just slip in some **plutonium** and I'll be on my way!

This is **1955!** I can't get **plutonium!** We need some **other** great **power source!** Any ideas?

If I was wearing **poly-ester slacks,** when the **legs rub...**

Wait! This **flyer** they handed out in **1985** says **lightning struck** the **clock tower** in **1955**—next **Saturday night!**

Lightning? Yes, **that** kind of **voltage** channeled through the **flicks conveyor** and you'll either be back in 1985 as a **young man,** or here in 1955 as a **French fry!**

Doc, why is this **photo** of my **sister** and **brother fading?**

When **natural** passing of time is **interfered** with, **evolution** is **altered!** Your **siblings** are the **result** of your parents' **marriage**—the **slightest deviation** could mean that **none** of **you** will **ever be born!**

84

KODAK CHROMOSOME

But Doc, if my parents **never meet, never marry,** and **never have kids**—how can I **be here?**

Marquee, **science** has an answer for **everything!** Unfortunately, **movies** do **not!** So if I were you, I'd take **no chances** and **make sure** your future parents **meet** and **get started** on the **"natural process!"**

McShy, I saved **your life,** now you can save **mine!** I want you to **marry** Deranged!

But she **insults** me! She's **cold** to me! She acts as if I **didn't exist!**

That's **perfect!** It's just like you're **married already!**

IF JOE DOESN'T TAKE ME TO THE PROM, I'LL DIE!
ANON.

Deranged, you **promised** me you would do **anything** I asked you to!

Yes, Marquee! I'll do **anything** you ask me to! And the **kinkier** the **better!**

Marry McShy!

AUTO EROTICA

1955

Wow! That's even **kinkier** than I expected! If I **do** marry that creep, will **that** make you **happy?**

More than **that**—it'll make me **possible!**

Well, **everything** has been set in **motion!** I'm back in the **time machine** racing down Main Street toward the **wire** Dr. Clown has attached to the clock tower! I should make contact the second the **lightning strikes** and I'll be on my way to **1985!**

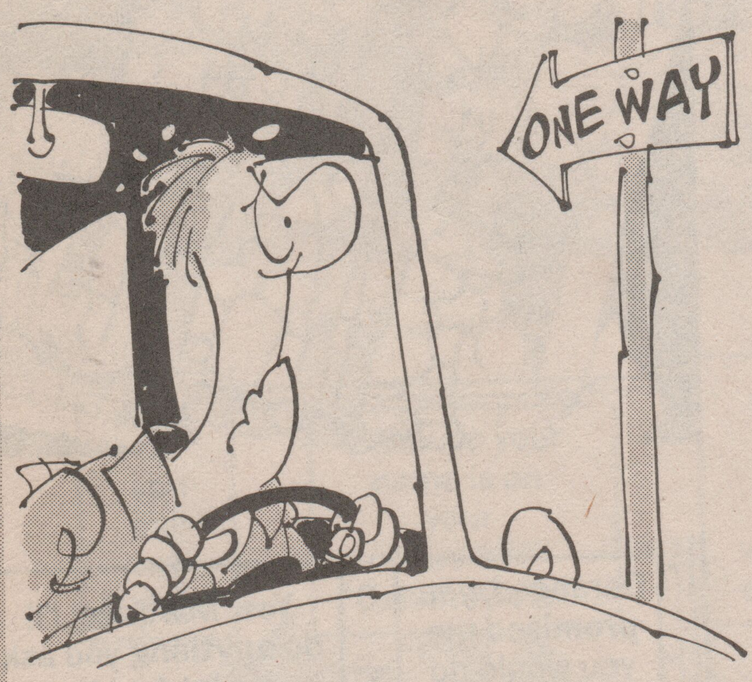
And over there at the **drug store** McShy is walking hand in hand with Deranged! **How cute!** They're stopping to buy an **ice cream soda!** Oh, **no!** They're **not!** They're buying a **birth control device!** Boy, does this look **bleak for the future!**

TRA Rx DRUG STORE

Some of you hot shots have probably taken a "Drivers Ed" course, and maybe even passed a written exam to get your state license. So now you think you're ready to climb behind the wheel and handle any situation that comes up, eh? Well, we've got news for you, Booby! All those rules you learned, about slowing down at deer crossings and avoiding

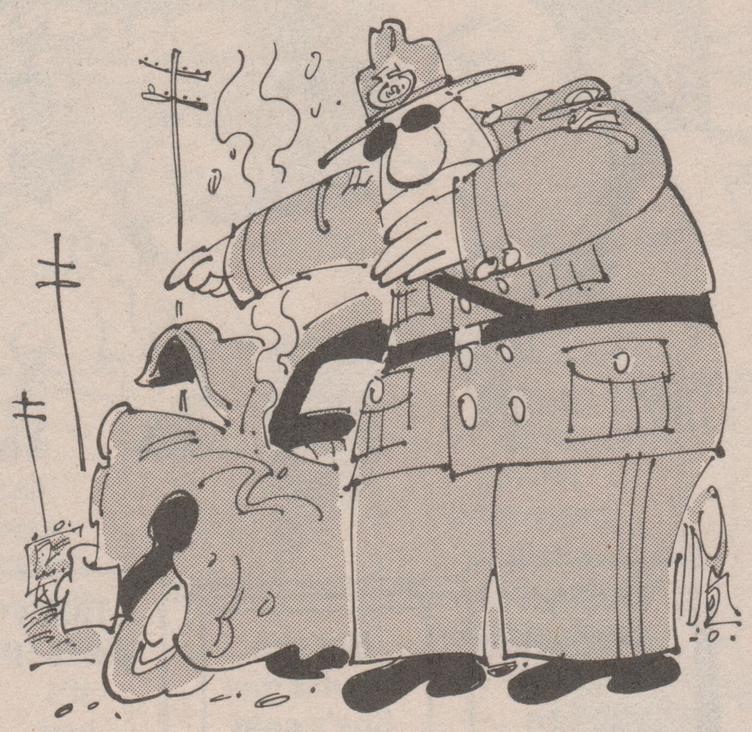
THE MAD PRACTI

1. If you suddenly realize that you are driving the wrong way on a one-way street, you should...



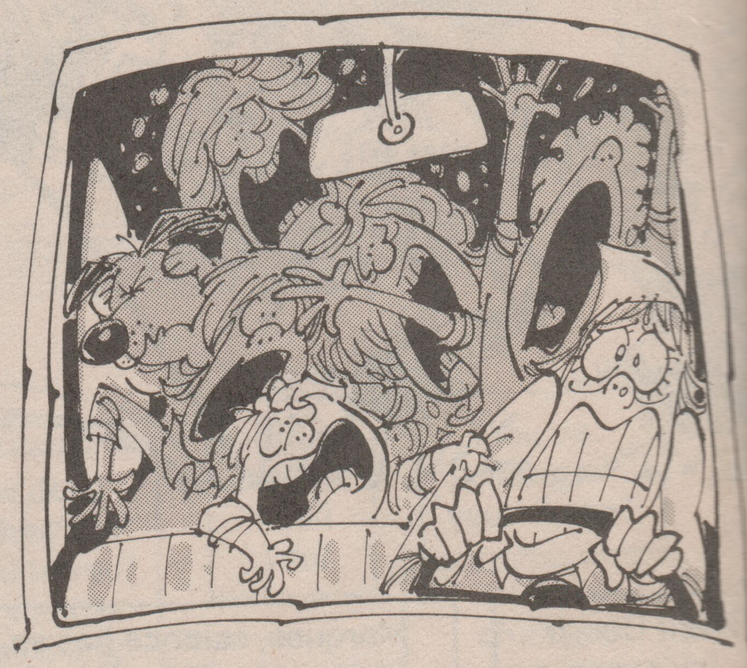
A. start driving backwards a whole lot faster than the oncoming traffic is moving forward._____
B. prepare to tell the policeman that you're from England, where driving rules are all the opposite of ours._____
C. switch into the lane reserved for oncoming buses, and start to pray that you're on a route that has lousy, infrequent service._____

2. When you pass the scene of an accident and see law officers waiving the traffic through...



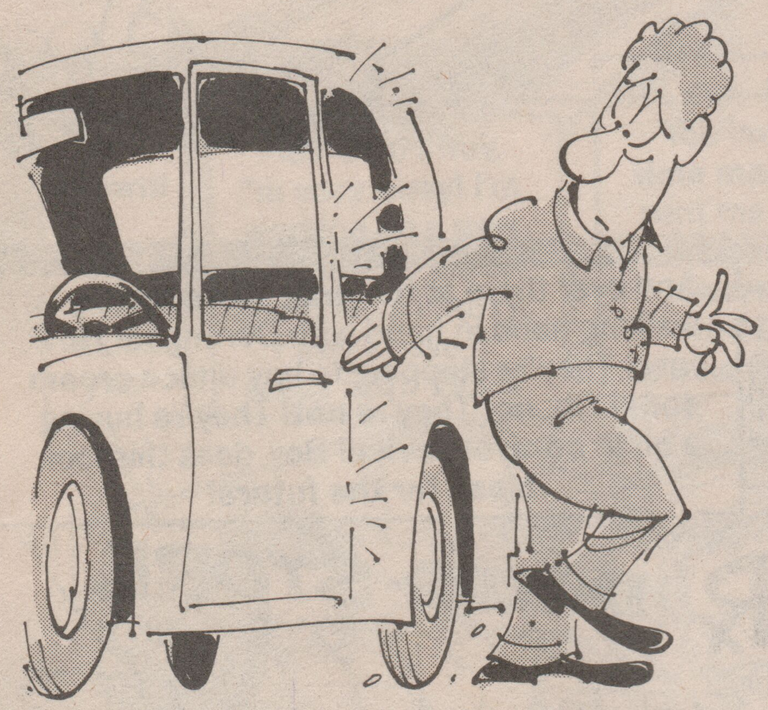
A. stop and thank the policemen for kindly pointing out the grisly sight to you._____
B. pass on by as directed, but then "rubberneck" by staring into your rear-view mirror for the next half a mile._____
C. plow into the accident so you can collect from the insurance companies of the other drivers involved._____

3. When driving with a back seat full of restless children...



A. turn around and look each one in the eye while scolding them, so they will know you mean business._____
B. take your hands off the wheel long enough to grab the worst offender by the throat, and shake him until his teeth rattle._____
C. twist the steering wheel sharply back and forth, so the kids will be too busy picking themselves up off the floor to whine._____

7. Upon realizing that you've just slammed and locked your car door with the only car keys inside...



A. pay the thief who's breaking into a nearby car to break into yours._____
B. climb in through the sun roof. If your car doesn't have a sun roof, go buy a can opener at a nearby store so you can install one._____
C. do what everyone else does: stand there staring through the side window at your keys as if that's going to help somehow._____

8. If you accidentally drop a lighted cigarette while the car is in motion;

A. roll down your windows and immediately drive through a car wash._____
B. roll up your windows and proceed, knowing that the fire will go out as soon as it has used up all the oxygen inside the vehicle._____
C. immediately slip off your shoes, because it's a lot easier to locate something hot on the car floor when you're barefoot._____

9. If your contact lens should pop out while you're driving at high speed, you should immediately...

A. shut your eyes, because seeing only fuzzy images of oncoming traffic is dangerous._____
B. speed up, so you can reach your destination quickly and begin looking for your lost lens._____
C. dive to the floor and hunt for it, since you can no longer see anything through the windshield anyway._____

left turns into fire stations, will only be of use to you once or twice in your driving lifetime. You haven't really been tested or even informed about the practical driving decisions you'll be required to make every day. Lucky for you MAD has corrected this terrible oversight. Quiz yourself and discover the motoring skills you lack with

CAL DRIVING TEST

ARTIST: PAUL COKER WRITER: TOM KOCH

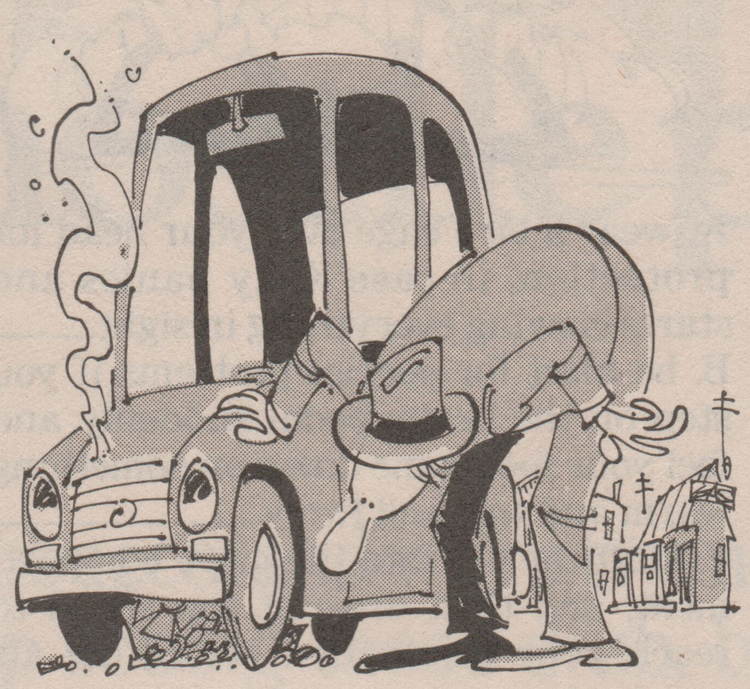
4. To avoid being delayed by meandering senior citizens in crosswalks...

A. blow your horn suddenly, and then drive under them when they all jump straight up into the air._____

B. open the passenger door and graciously offer to drive them to the nearest curb._____

C. Always carry a bullhorn so you'll be prepared to announce that Hugh Downs is autographing free copies of the Readers Digest for all who hurry over to the Community Center._____

5. If your car conks out in a strange town, and you're broke...

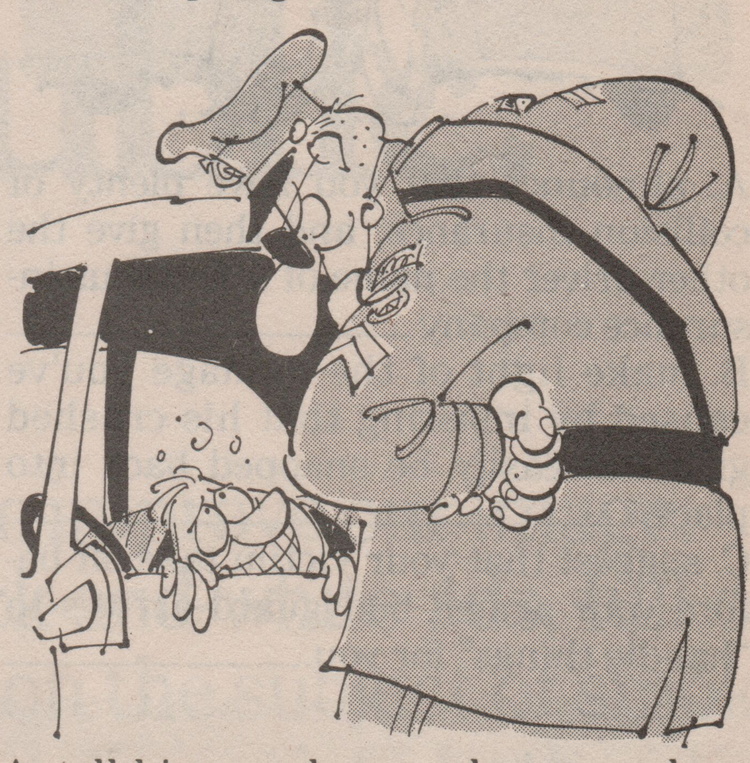


A. find a temporary job in the area to earn money for the repair bill. Anything that pays over $1000 a week should be adequate._____

B. try to map out a route home that's downhill all the way, so you won't need an engine that runs._____

C. push your car into the nearest vacant lot and prepare to live there until you hear that you've come into a large inheritance._____

6. When flagged down by a policeman for failing to come to a complete stop at a "full stop" sign...

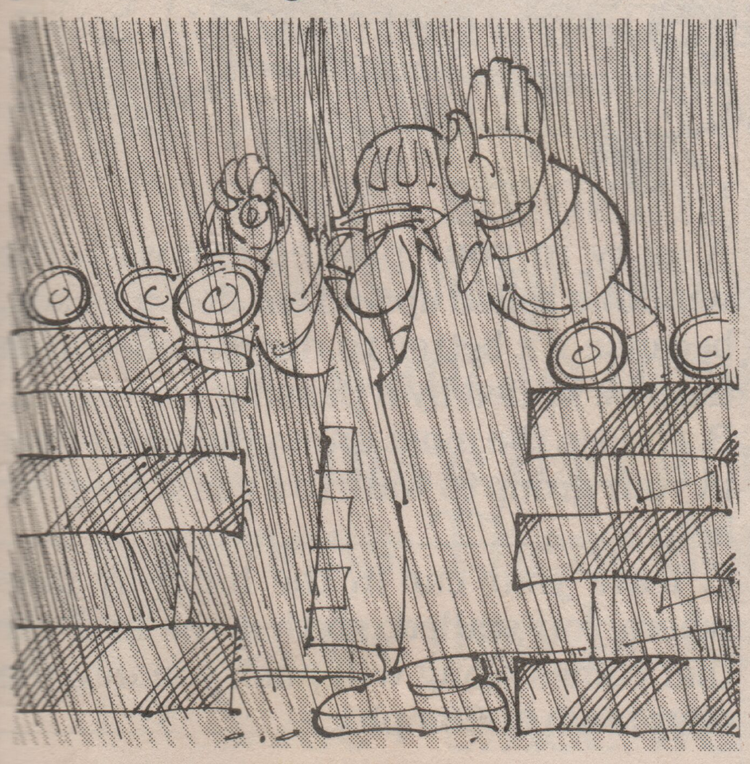


A. tell him you have such a souped-up engine that your car goes 20 miles an hour in neutral._____

B. say something in any foreign language, so he'll assume you didn't know what the word on the sign meant._____

C. confuse him by citing Einstein's Theory to prove that nothing in the universe ever comes to a complete stop.____

10. If you see red lights flashing to warn you that a bridge is out...

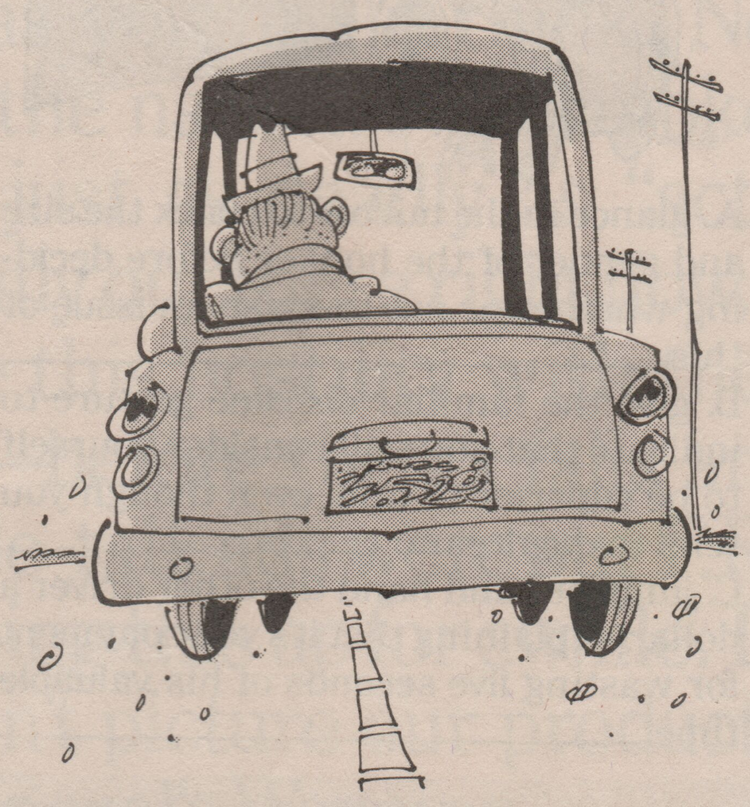


A. suggest to the flagman that he tighten his light bulbs so they'll stop blinking._____

B. remember what Burt Reynolds always does and speed up, so you can hurtle across the river without needing a bridge._____

C. roll up the windows before proceeding, so your car will float longer after it hits the water._____

11. The best way to take revenge on a rude motorist is to...



A. point frantically at his rear tire until worry forces him to stop and check out the situation._____

B. take down his license number and then report his car to the police as a stolen vehicle._____

C. flash a phony badge, gesture to him to pull over, and then whiz on past him when he complies._____

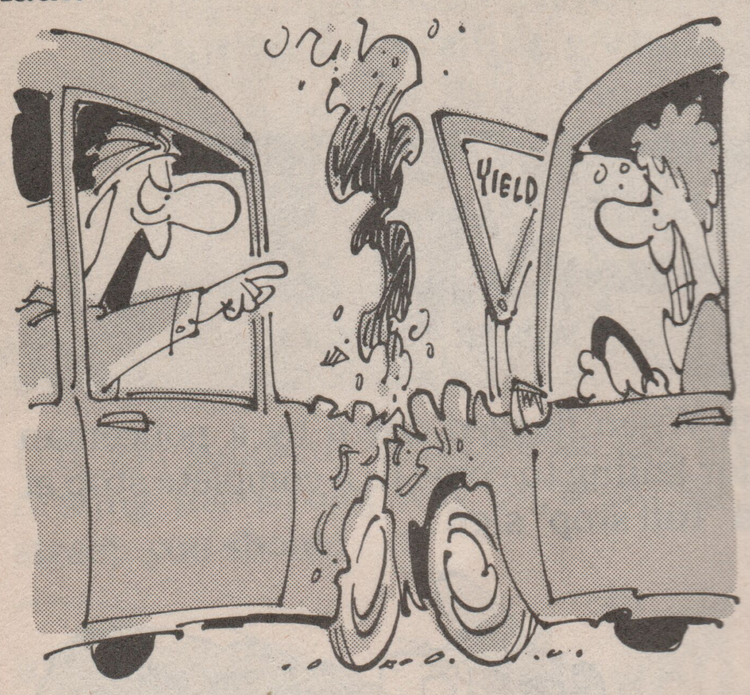
12. If you decide to park in a space that's marked with this symbol...

A. prepare to tell the judge that you thought the sign meant "Absolutely No Unicycle Parking"._____

B. tell anybody who glares at you that your disability doesn't show because it's mental (and dangerous)._____

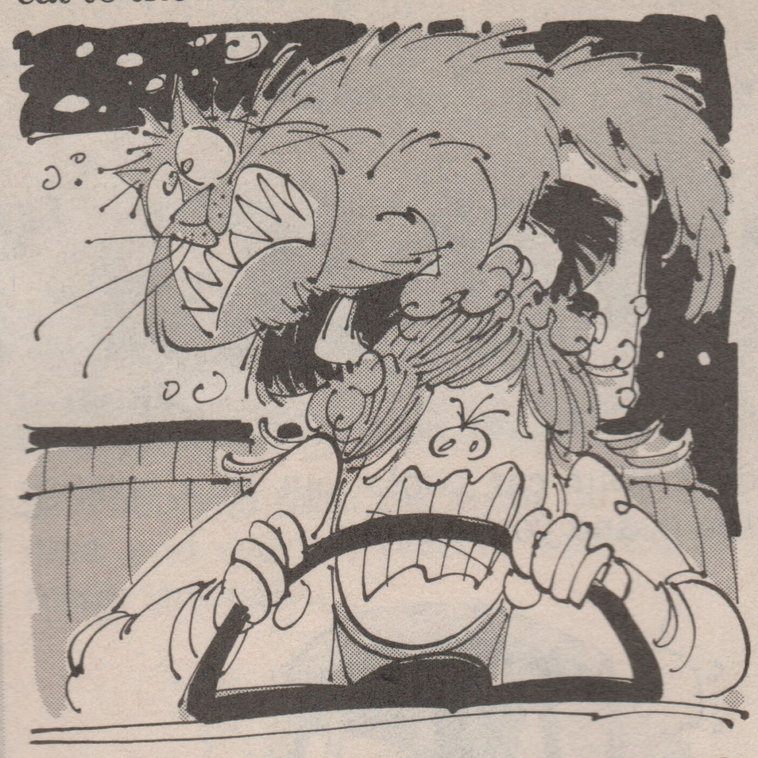
C. immediately put the hood up, so you can claim that your car is disabled, even if you're not._____

13. If you become involved in a "fender bender" accident that is clearly your fault...



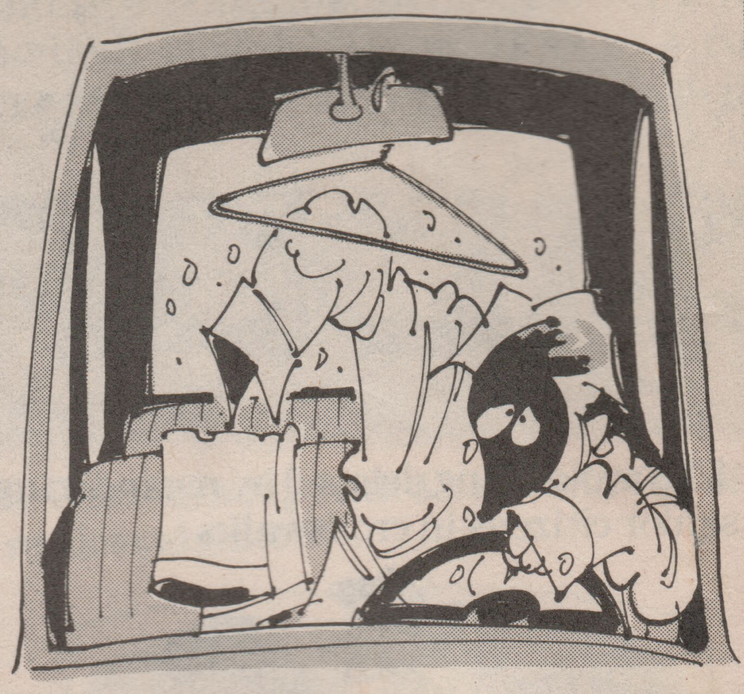
A. announce that you have plenty of collision insurance, and then give the other driver the name of a fictitious insurance company._____
B. make light of the damage you've caused by insisting that his crushed grill can easily be snapped back into place._____
C. suggest that your victim take off before your armed bodyguard arrives to "handle things" for you._____

14. When required to drive the family cat to the veterinarian all alone...



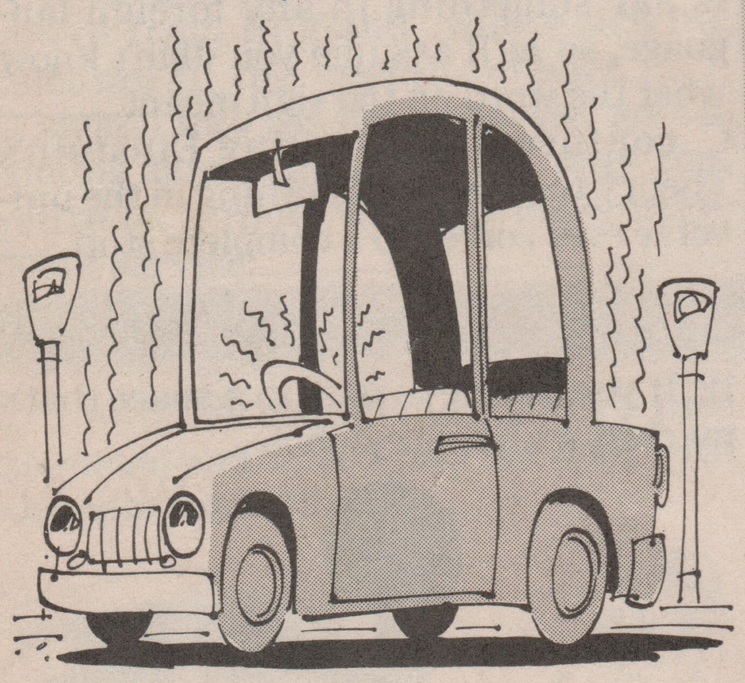
A. wear a bird cage over your head for protection, in case Kitty panics and starts clawing everything in sight._____
B. be alert for special problems if you step on the brake pedal suddenly and feel your foot come down on something warm and soft and furry._____
C. stuff the cat into the glove compartment, and then drive at top speed to reach your destination before the air supply gives out._____

15. When you're late for work and try to finish dressing while driving...



A. at least put on your trousers before leaving the house, because that's impossible to do while operating a moving motor vehicle._____
B. be sure to stay off cobblestone streets while applying lipstick, unless you're satisfied to look like an Amazonian witch doctor._____
C. never apply false eyelashes on the freeway, because a thumb seen at that close range can easily be mistaken for a flesh-colored tanker truck._____

16. When leaving your car parked in a sunny spot makes your steering wheel to hot to touch, you should...

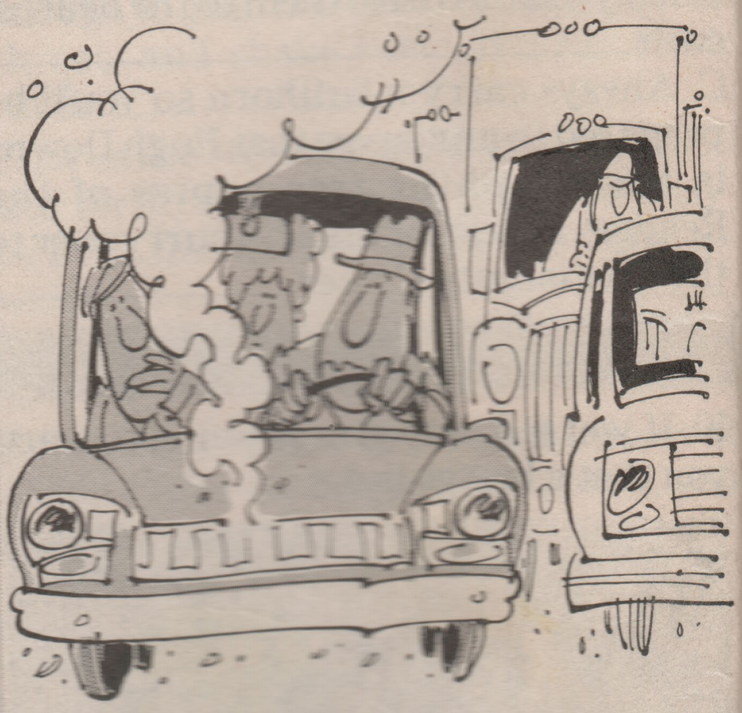


A. Press the mysterious button marked "Cruise Control" and hope that it's some kind of device that enables the car to steer itself._____
B. Obtain enough dimes from a nearby bank to feed the parking meter until evening, when the sun will probably go down._____
C. tell your pesky little brother who always wants to drive your car that you've finally decided to let him._____

17. When the driver behind you honks because you failed to notice that the red light just turned to green...

A. glance in the mirror to check the size and gender of the honker before deciding whether or not to make an issue of this._____
B. give the familiar obscene gesture to indicate that you still consider yourself to be superior to him, even though you tend to daydream._____
C. jump out and hand the other driver a dollar, explaining that it's your payment for wasting five seconds of his valuable time._____

18. In case of disabling car trouble on along a busy interstate highway...



A. stay in your parked car with the windows rolled up and the doors locked, because it's better to die of suffocation than be knifed by a passing maniac._____
B. choose the most annoying passenger in your group to walk to a gas station for help._____
C. leave your car in the highway lane where you stalled, so that the first car that comes along will push you into the next town at 60mph._____

INSTRUCTIONS FOR GRADING YOURSELF

The correct answer to each odd-numbered question is "C". The correct answer to each even-numbered question is "A". Except for questions numbered 4, 10, 12, and 16, where this is not the case, as any fool can see. Credit yourself with 8 percentage points for each correct answer.

We realize, of course, that this would give you a total score of 144 percent if you got them all right. However, you couldn't have done that, because all of the multiple choices for at least seven of the questions have been scientifically programmed to be wrong anyway. So there!

SMOKE GETS IN YOUR LIES DEPT.

Some straight Talk about selling cigarettes to a hostile public.

We're R.J. Riddles Tobacco, and we're trying to improve our image.

That's why you keep seeing these drab, black-and-white ads, full of long-winded copy, in which we wax informative on the subject of smoking and try to prove how well we understand and appreciate both sides of the smoking controversy.

We explain the pros and cons of smoking. We present both the smokers and non-smokers arguments. We tell kids that we don't want them smoking, like their parents. We say anything and everything we can think of, so you get the subliminal message that us "bad guys" are really "good guys" and that maybe our product isn't so bad, either.

This isn't as easy as you might think. New anti-smoking laws are popping up all across the nation. Non-smokers continue to argue that "passive" smoking is just as deadly as "active" smoking. The atmosphere is very unfriendly out there right now.

We want to replace this hostility with the trust and confidence the public once had in us—before the ax falls and we get legislated out of business. These double-talk ads were our P.R. firm's brilliant solution.

So, we may be keeping this up for awhile. It's a great way to advertise because—since we don't picture our product—we don't have to include that lousy Surgeon General's Warning.

R.J. Riddles Tobacco Company

WRITER: BILLY DOHERTY

Two very confusing reports have appeared in our daily newspapers lately! The confusing thing about them is that sometimes they appeared right next to each other...like this:

TEST SCORES SHOW KIDS CAN'T READ

LURID PAPERBACKS POPULAR WITH TEENS

Taken together, these two items indicate that young people spend millions each year on books they can't read. Which doesn't make any sense. What does make sense is that most kids really can read...but they're so bored with the dull writing in stuffy textbooks that they've turned to trashy novels. So if educators ever hope to lure students back to learning by reading, it's obvious that schools must find a way to entertain them as they inform them. We therefore suggest they give some serious consideration to using:

MAD'S LURID ROMANTIC TEXTBOOKS

ARTIST: HARRY NORTH WRITER: TOM KOCH

$\sqrt{}$ **130⁴ Sizzling Copies Already Sold!**

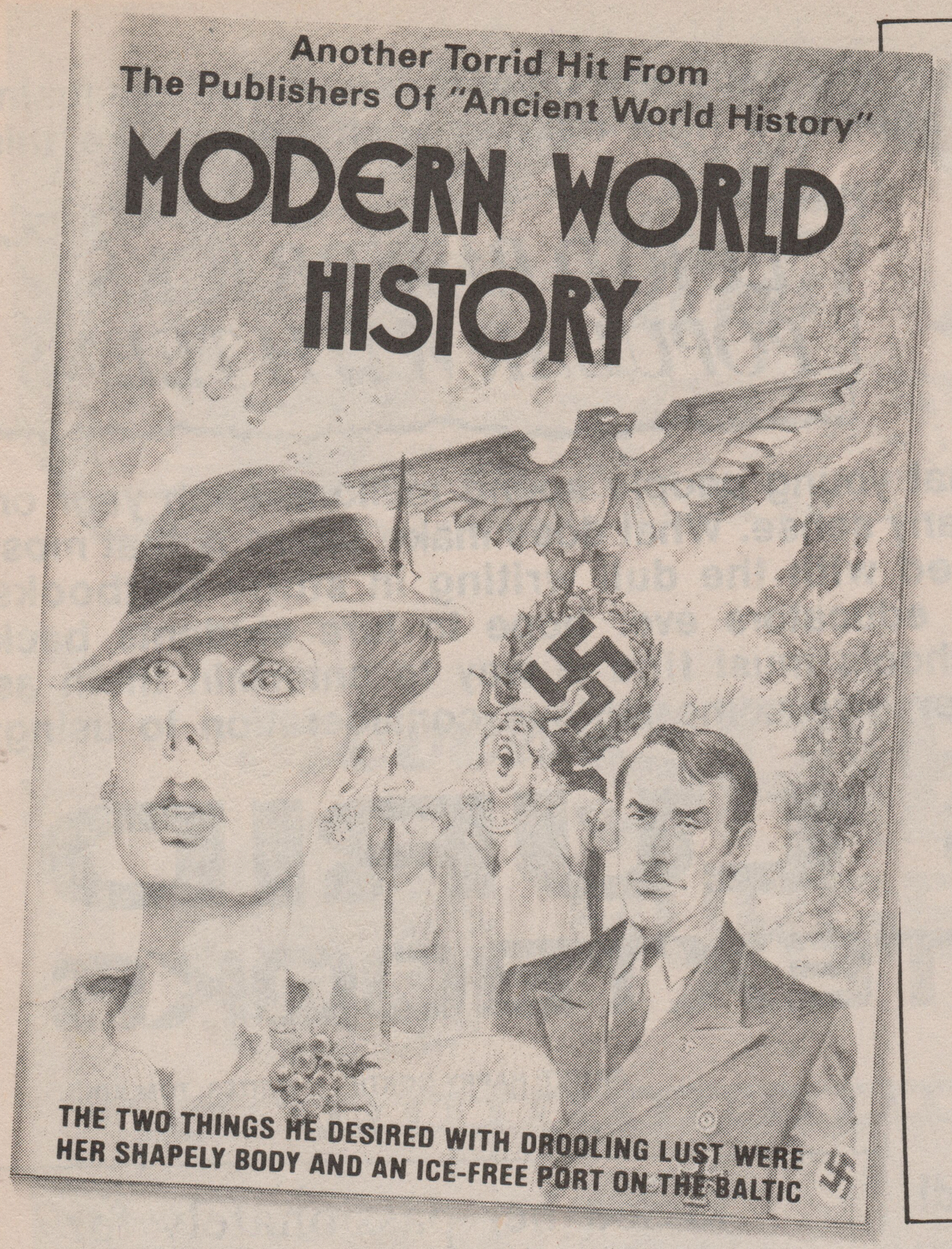
INTERMEDIATE MATHEMATICS

HE'D BEEN GOING LIKE 60 IN SEARCH OF A "10" UNTIL SHE GOT HIS NUMBER.

kissed her passionately for the twelfth time in those three glorious days since they had first met down by the grape arbor.

Melanie's dancing azure eyes looked up at him. "The use of short division tells me that we have now kissed an average of four times a day since we first met," she smiled.

Kevin laughed aloud, flashing 16 white teeth on the bottom and an equal number on top, for a total of 32. "How clever of you to make such a calculation, My Beloved," he said at last. "Previously, I had assumed you were just a foolish child with an I.Q. 18 points below the average of 100, for a difference of 82."

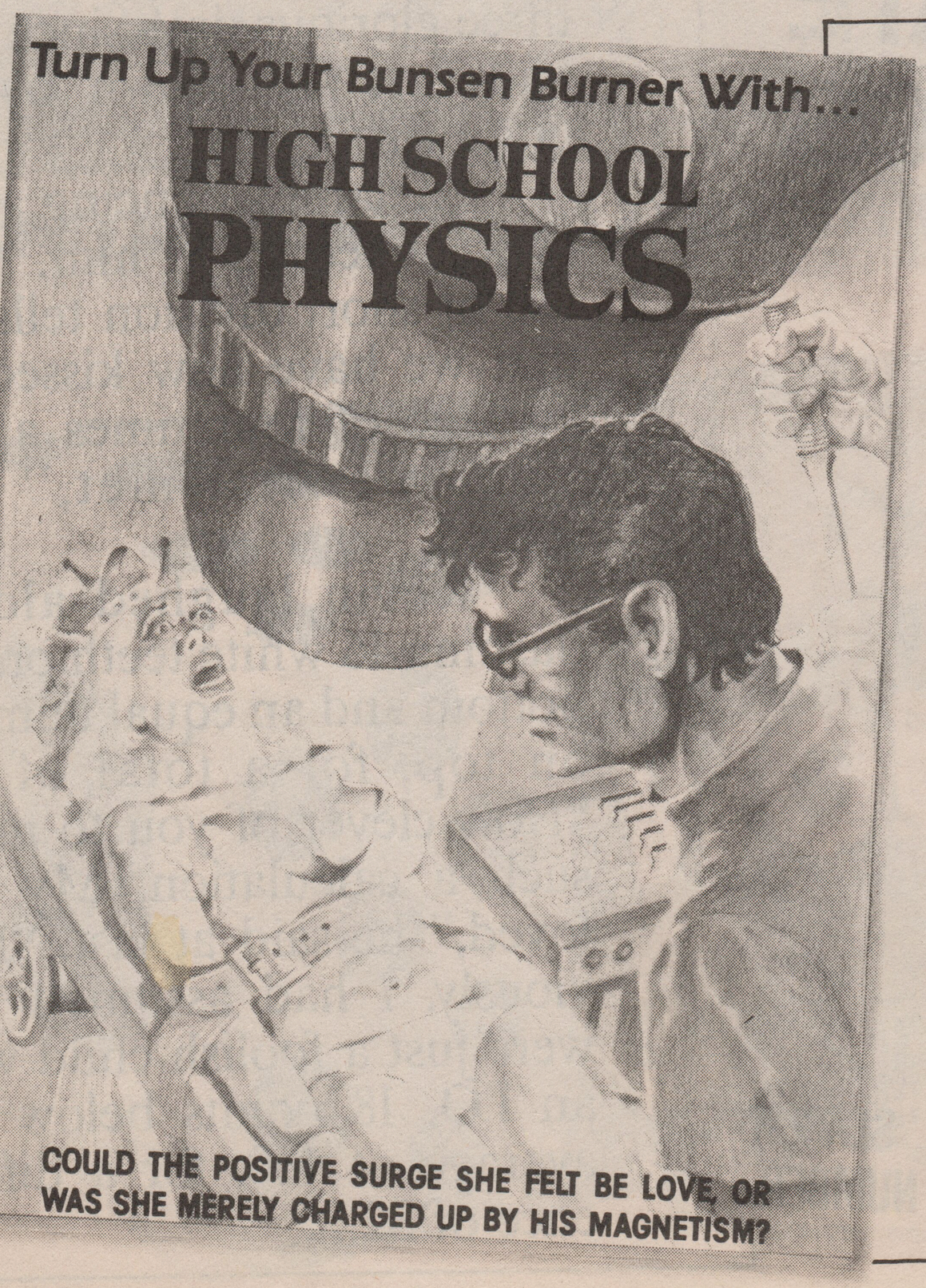

Another Torrid Hit From
The Publishers Of "Ancient World History"
MODERN WORLD HISTORY
THE TWO THINGS HE DESIRED WITH DROOLING LUST WERE HER SHAPELY BODY AND AN ICE-FREE PORT ON THE BALTIC

well tailored uniform fit Adolf's boyish hips snugly as he drifted down the spiral staircase.

Suddenly, his full, pouting lips parted into a smile as he noticed Eva's eyes drinking in his sensuality. After a pregnant moment, he spoke.

"Tomorrow," he said in his familiar Austrian drawl, "is September 1, 1939. We shall all get together at my place in the morning and invade Poland. This probably will set off World War II, which we will eventually lose on May 8, 1945. But then, life is full of disappointments, my lovely one."

And he stroked his little black moustache as his eyes drank in her full, lush body illuminated by the soft candlelight of the


Turn Up Your Bunsen Burner With...
HIGH SCHOOL PHYSICS
COULD THE POSITIVE SURGE SHE FELT BE LOVE, OR WAS SHE MERELY CHARGED UP BY HIS MAGNETISM?

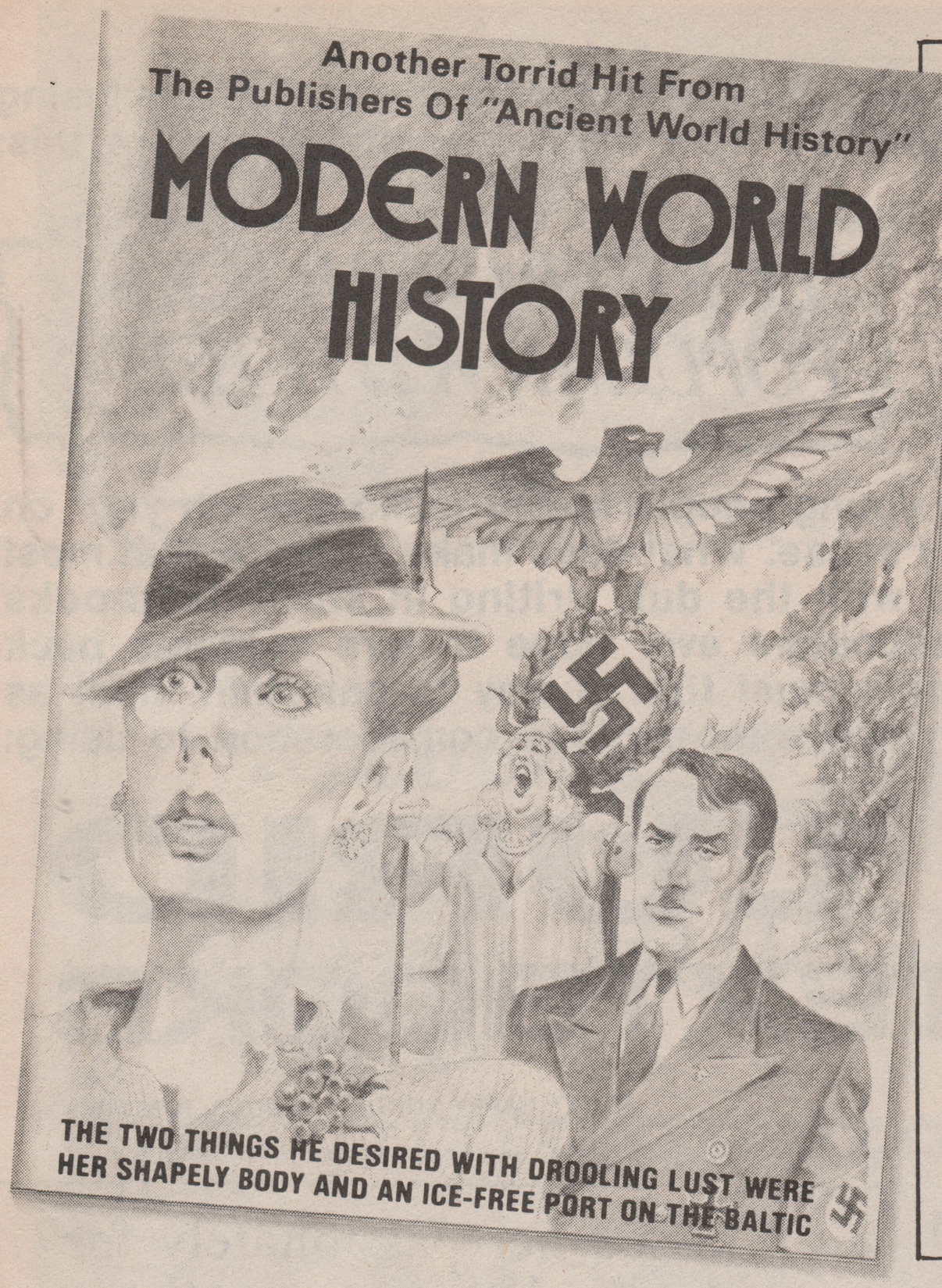
felt her face flush with sufficient heat to raise the temperature of one cubic centimeter of water one degree centigrade.

"I never loved Archimedes," she said petulantly. "I only admired his principles."

A sigh of relief rose from Stuart's chest as he exerted 3,000 ergs of force to draw the oxygen in his lungs upward in opposition to gravity.

"Hearing that has lifted a mass of weight from my shoulders, causing my energy to soar at a proportionate velocity," he smiled.

Suddenly, as if pulled together by an electromagnetic force that neither could resist without changing polarity, Lisa and Stuart were in each other's arms.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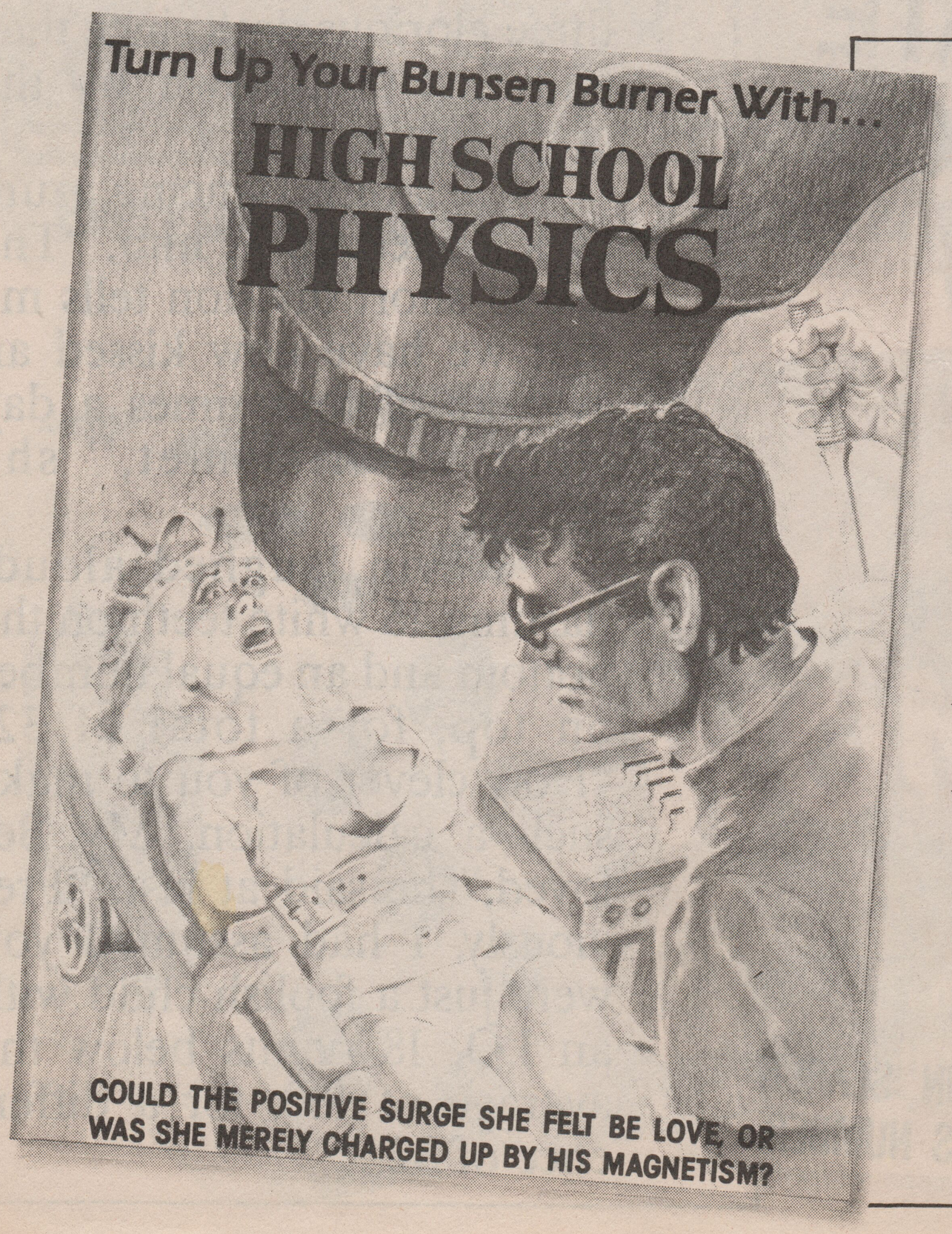
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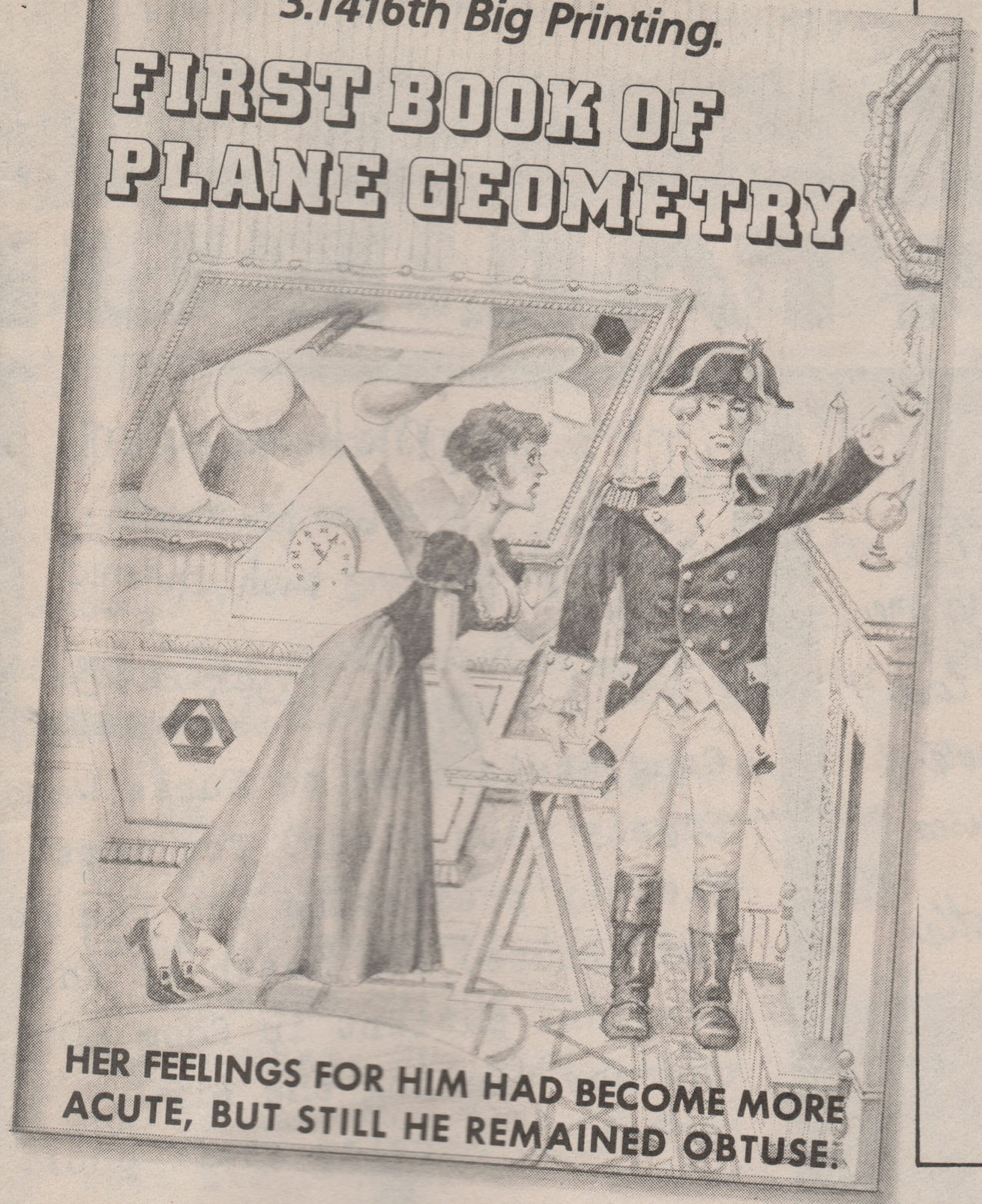
3.1416th Big Printing.

FIRST BOOK OF PLANE GEOMETRY



HER FEELINGS FOR HIM HAD BECOME MORE ACUTE, BUT STILL HE REMAINED OBTUSE.

up at the moon, which formed such a perfect circle that Betsy felt sure the circumference must measure a full 360-degrees.

Suddenly, Commander Fitch of the Main Volunteers was holding her close and nibbling her ear.

"For as long as the square of the hypotenuse of a right triangle shall equal the sum of the squares of the other two sides, our love will last, My Dearest," he whispered. "Which means forever!"

"But what about a trapezoid, My Darling?" she asked breathlessly.

"Silly girl!" he laughed. "A trapezoid is a quadrilateral, as we shall have the rest our lives to discover together!"

And his hand moved sensually over the parallel lines of her silken bodice, while his lips

A Dashing South-Of-The-Border Linguist Invites You to Learn...

FIRST YEAR SPANISH

HER LIPS TOLD HIM, "¡BUENOS DIAS!"...BUT THERE WAS "¿COMO ESTA USTED?" IN HER EYES.

looked even lovelier as her face flushed crimson in his royal presence.

"El senor es mi padre. La senora es mi madre," she murmured huskily.

"¿Que es el nombre de su padre y su madre?" he asked in a firm voice, summoning up some of his forgotten Spanish.

"El nombre de mi padre es Carlos. El nombre de mi madre es Luisa," she smiled, throwing back her shoulders seductively.

"Y el nombre de mi perro es Alberto," she whispered, moving closer so that he could feel her hot breath on his neck.

"¿Es Alberto un estudiante?" he asked, his pulse quickening.

"No," she replied softly. "Alberto no es un estudiante. Alberto es un fox terrier."

Ever wonder why hospital nurses are late with bedpans, why doctors and internes can't be located and hav

HOSPITAL BUL

Lost - My favorite forceps, probably left in incision during one of 12 appendectomies I performed last week. Nurses are asked to take note of any complaints of severe pain, nausea, cramps, etc.

Dr. Entwhistle

Will trade 5 Medicare patients (netting over $600 per month in fees) for one rich, chronic hypochrondriac. Dr Reeves

Congratulations to Nurse Wanda Edgely (4th floor) for most closely predicting (to the hou and minute) the death of the terminal patient in Room 607, thereby winning the $100 Geriatric Service staff pool.

This Thursday's Lecture by Doctor Thaddeus N. Winkle in the Memorial Auditorium

"SCALING DOWN FEES FOR THE LESS WEALTHY PATIENTS"

Has been cancelled indefinitely because of lack of interest.

Dr. Wilberforce wishes to thank members of his surgical team wh improvised for him when he fain from squeamishness during la Friday's unsuccessful kidney transplant in Operating Room 2

To: All Nurses and Internes
From Administration Office

You are hereby ordered to prevent, by whatever means at your disposal, the departure of all discharged patients until after 11 a.m. **so that they may be charged for an extra day.**

Your name inscribed on a beautiful diploma of the Medical School of your choice. Guaranteed to look authentic. All colleges and universities available. Framed in glass—Yours for only $175.00 per diploma. No questions asked.

A & B Doctors Service
Tel: 555-8778

A farewell party will be held Saturday evening for Resident Doctor Sidney Youngblatt, who has been dismissed by the hospital board for performing an emergency tracheotomy without checking first on the patient's ability to pay.

to be paged? Most likely because they're checking out the latest offers, announcements, etc. on their . . .

LETIN BOARD

I want to thank first-year Interne Clyde Mutz for covering for me during Sunday's heart transplant, enabling me to defend (successfully!) my title at the Rolling Hills Country Club Golf Tourney.

Dr. Fulsham

Send a Get-Well card to Interne Robert Tugwell, who's still in grave condition in the Infectious Disease Ward after eating a meal in the Patients' Cafeteria.

FOR SALE. UNOPENED CASE OF AMPHETAMINES. HIGHEST OFFER TAKES. NO QUESTIONS ASKED.

NURSE ELVIRA SKAGG
PHARMACY

Dr. Thaddeus Phyle wishes to thank everyone who expressed condolences on the death of his brother, Dr. Ezra Phyle, and to announce that he will sell his brother's MD licence plates (enabling anyone to park anywhere anytime) to the highest bidder.

Will trade my Morocco-bound 12-volume set of Gray's Anatomy for one copy, in good condition, of "Doubling Your Income Though Fee-Splitting" by Yulvey.

Dr. Estrogen

WE COLLECT FROM DEADBEATS—OR ELSE!
"When your patient can't pay, We find him the way!"
FAZIO and SPINELLI
Loan-Sharks and Strong-Arm Specialists
551-8730

MURRAY MINKLER
ATTORNEY AT LAW
("The Doctor's Mouthpiece")

IS PLEASED TO ANNOUNCE THAT HE HAS EXPANDED HIS PRACTICE AND NOW WILL DEFEND, IN ADDITION TO MALPRACTICE SUITS, ALL CASES INVOLVING INCOME TAX EVASION, ILLEGAL FEE-SPLITTING, QUESTIONABLE KICKBACKS AND GENERAL PROFESSIONAL INCOMPETENCE

To: All Nurses
From: Head Nurse Myra Skumble

The following services to patients must be performed **daily** at **exact** times stipulated:

7:00 a.m.—Serve breakfast
7:00 a.m.—Take Temperature
7:00 a.m.—Give enema
9:30 a.m.—Give prescribed medication
10:00 a.m.—Confer with doctor on change in medication
10:30 a.m.—Give revised medication
12:00 noon—Administer bed pan
12:00 noon—Serve lunch
2:30 p.m.—Administer sedative
2:30 p.m.—Admit visitors
2:45 p.m.—Give enema
6:00 p.m.—Serve dinner
6:00 p.m.—Take specimen
9:00 p.m.—Lights out
11:00 p.m.—Give prescribed medication
2:00 a.m.—Give prescribed medication
3:30 a.m.—Administer sleeping pill
5:30 a.m.—Wake up patient

PHOTOGRAPHER: IRVING SCHILD WRITER: FRANK JACOBS

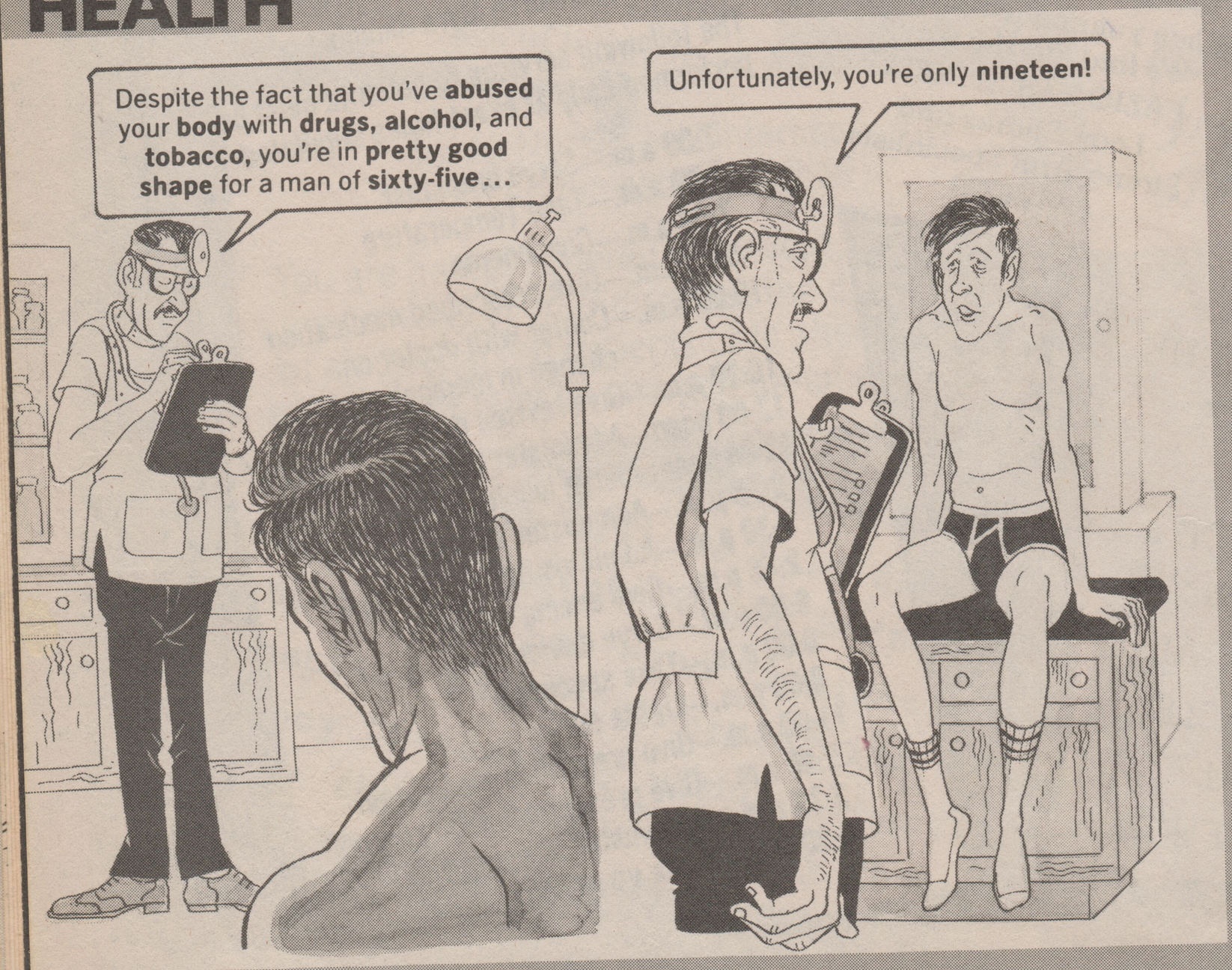
FEAR

I have a **fear** of **flying**...
Not **me!**
Oh, **no?** So how come you're **trembling** and **gripping** your seat so **tightly** that your **knuckles** are **turning white?**
It has **nothing** to do with **fear** of **flying!**
I suffer from **fear** of **crashing!**

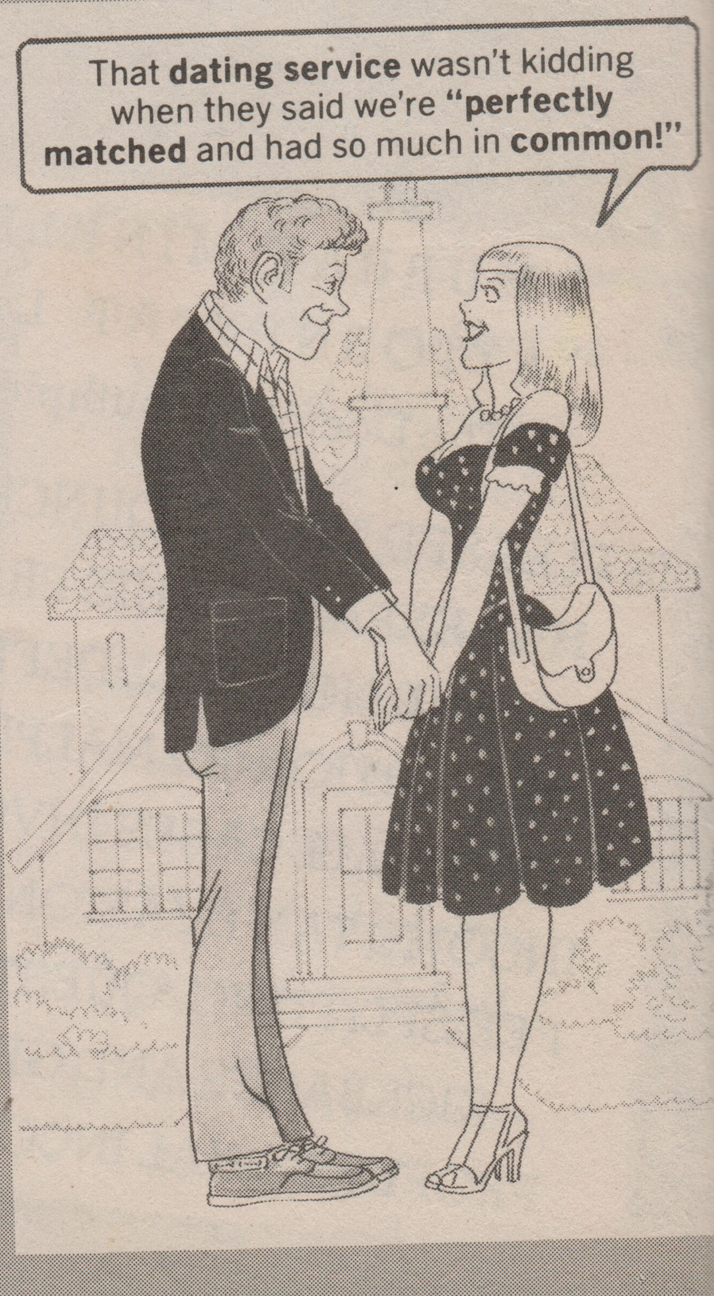
BERG'S-EYE VIEW DEPT.

THE LIGHTE

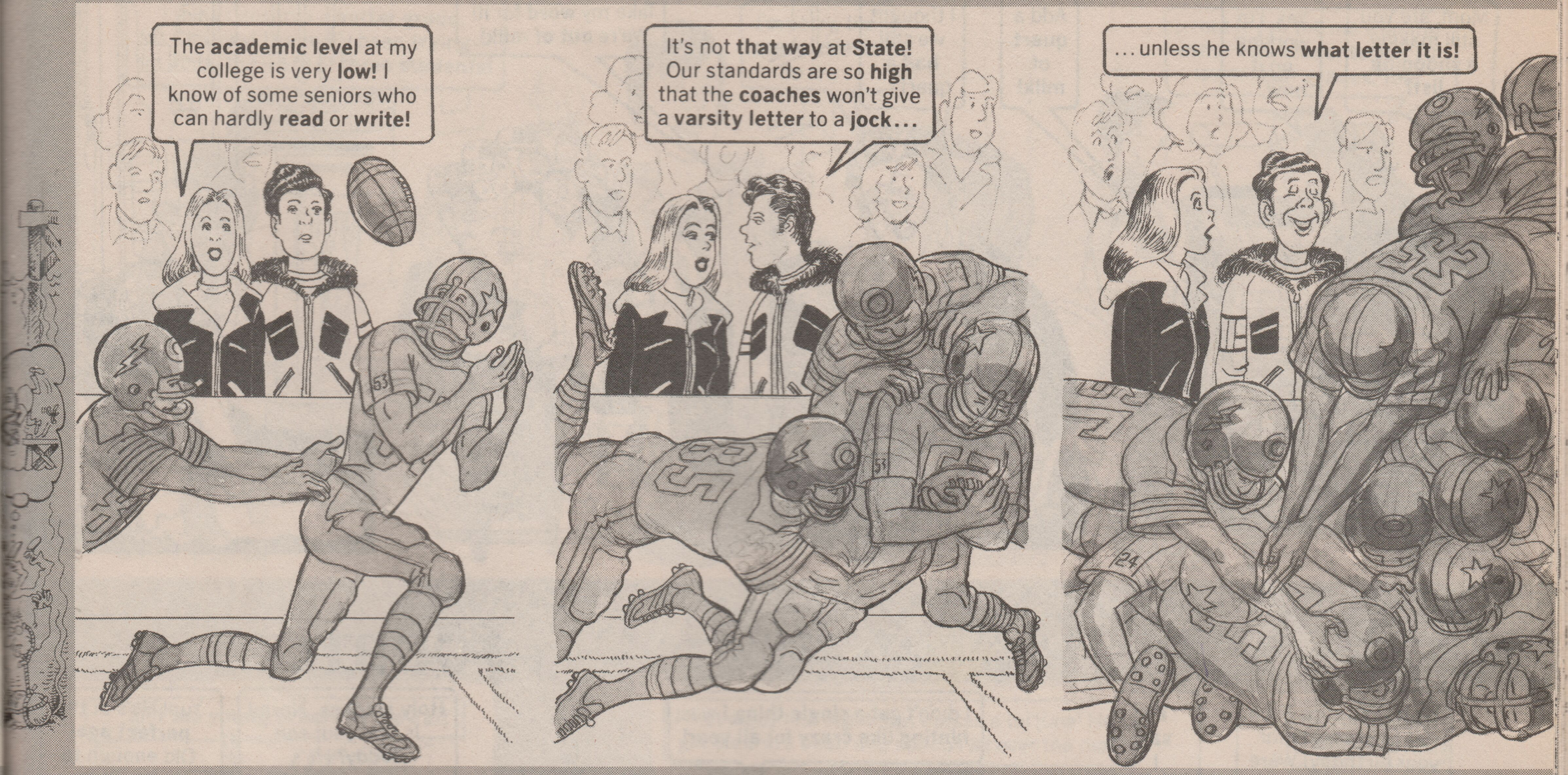
HEALTH


Despite the fact that you've **abused** your **body** with **drugs, alcohol,** and **tobacco,** you're in **pretty good shape** for a man of **sixty-five...**
Unfortunately, you're only **nineteen!**

DATING

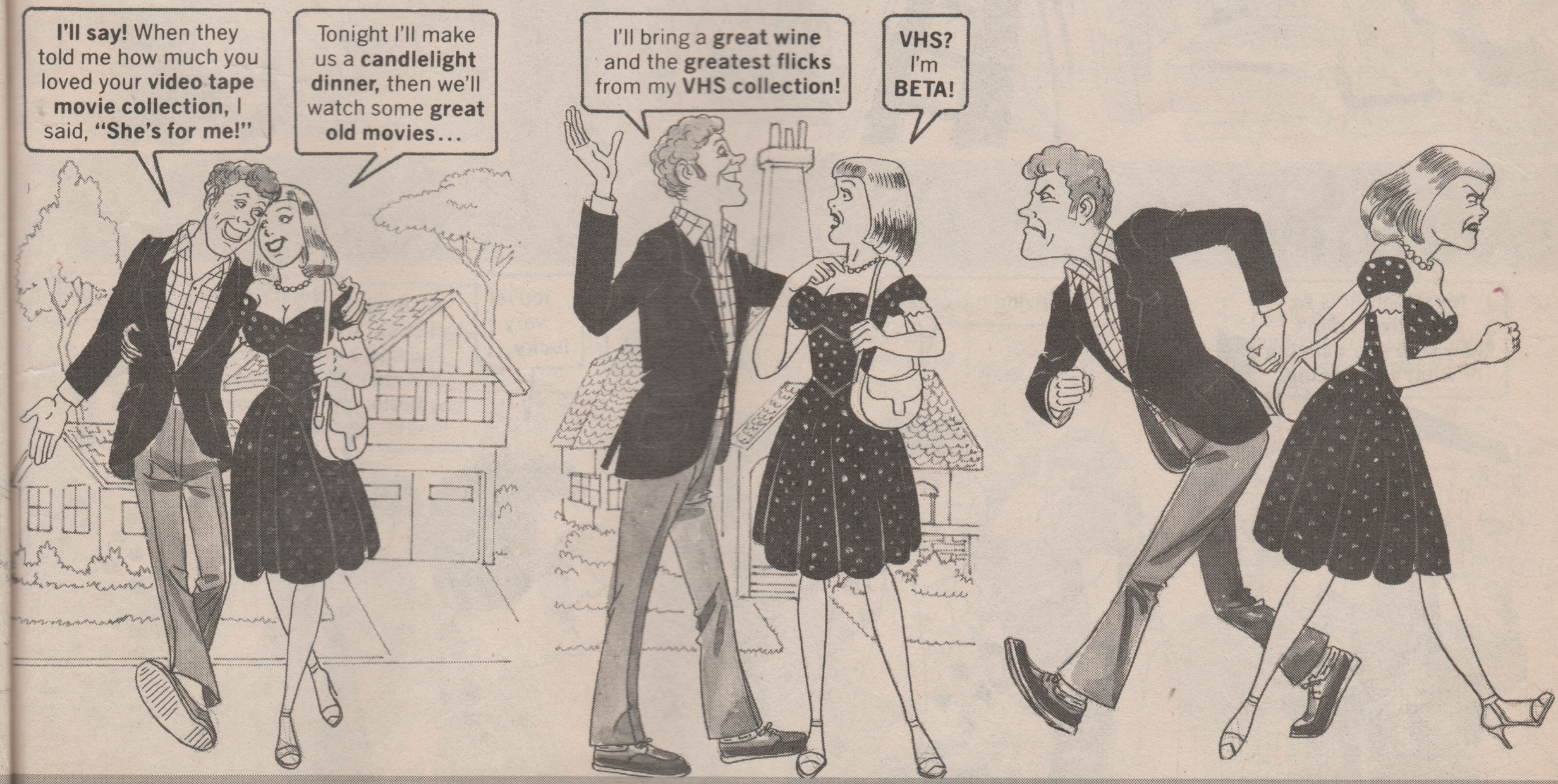


EDUCATION


The **academic level** at my college is very **low!** I know of some seniors who can hardly **read** or **write!**
It's not **that way** at **State!** Our standards are so **high** that the **coaches** won't give a **varsity letter** to a **jock...**
...unless he knows **what letter it is!**

R SIDE OF...

ARTIST & WRITER:
DAVE BERG


I'll say! When they told me how much you loved your **video tape movie collection,** I said, **"She's for me!"**
Tonight I'll make us a **candlelight dinner,** then we'll watch some **great old movies...**
I'll bring a **great wine** and the **greatest flicks** from my **VHS collection!**
VHS? I'm **BETA!**

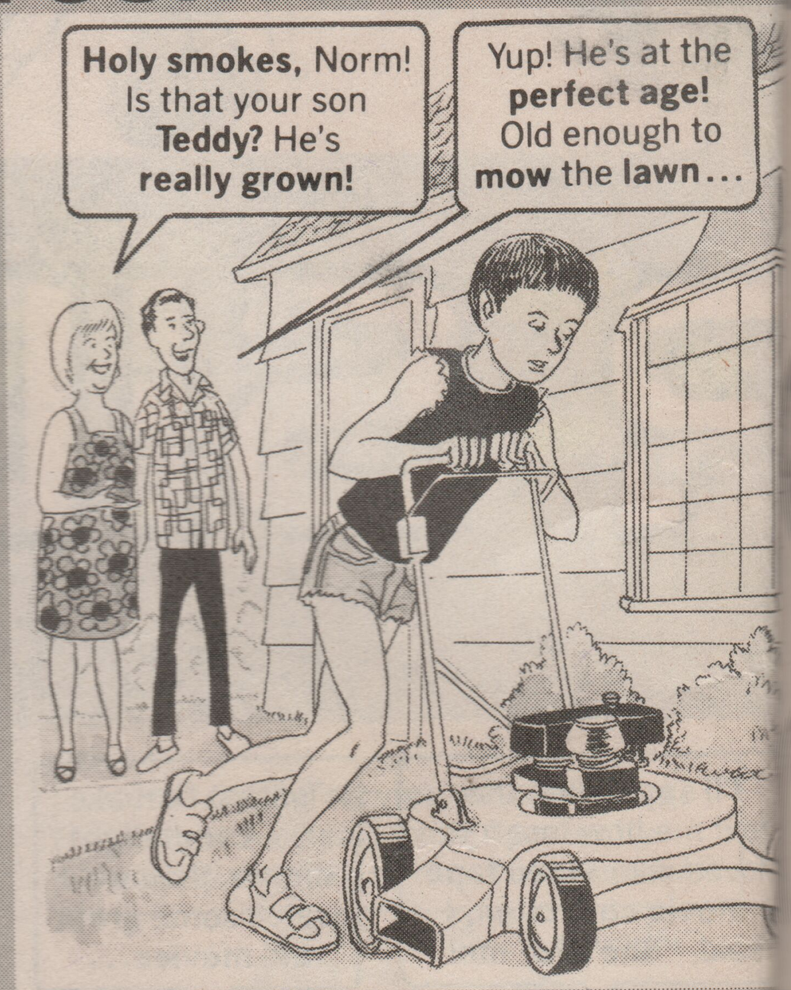
SHOPPING

Mom, are you still making a **shopping list?**
Yes, I'm working on it **now...**
Add a **quart** of **milk!**
I thought we still **had** a quart...
Take my **word** for it! We're **out of milk!**

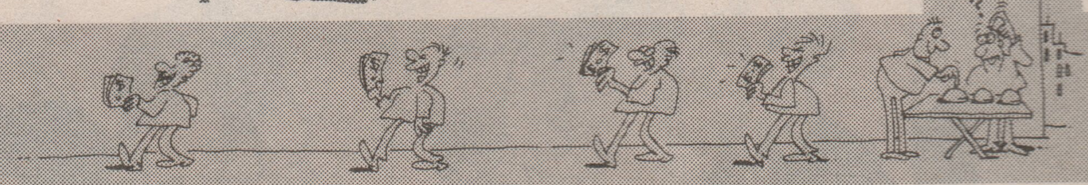
GIFTS

Wow! You sure got a lot of **presents** for your **birthday!** Were you **surprised?**
I'll say I was...
I didn't get a **single thing** I was **hinting like crazy** for **all year!**

FOURTEEN



PARENTING

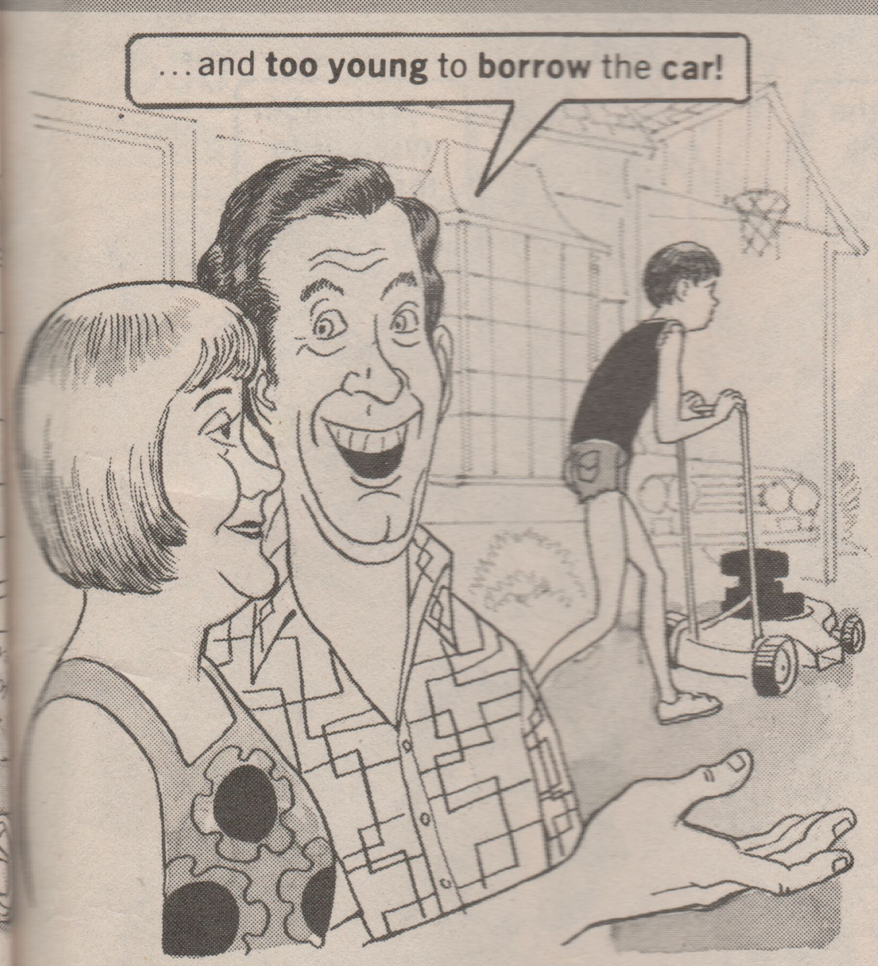


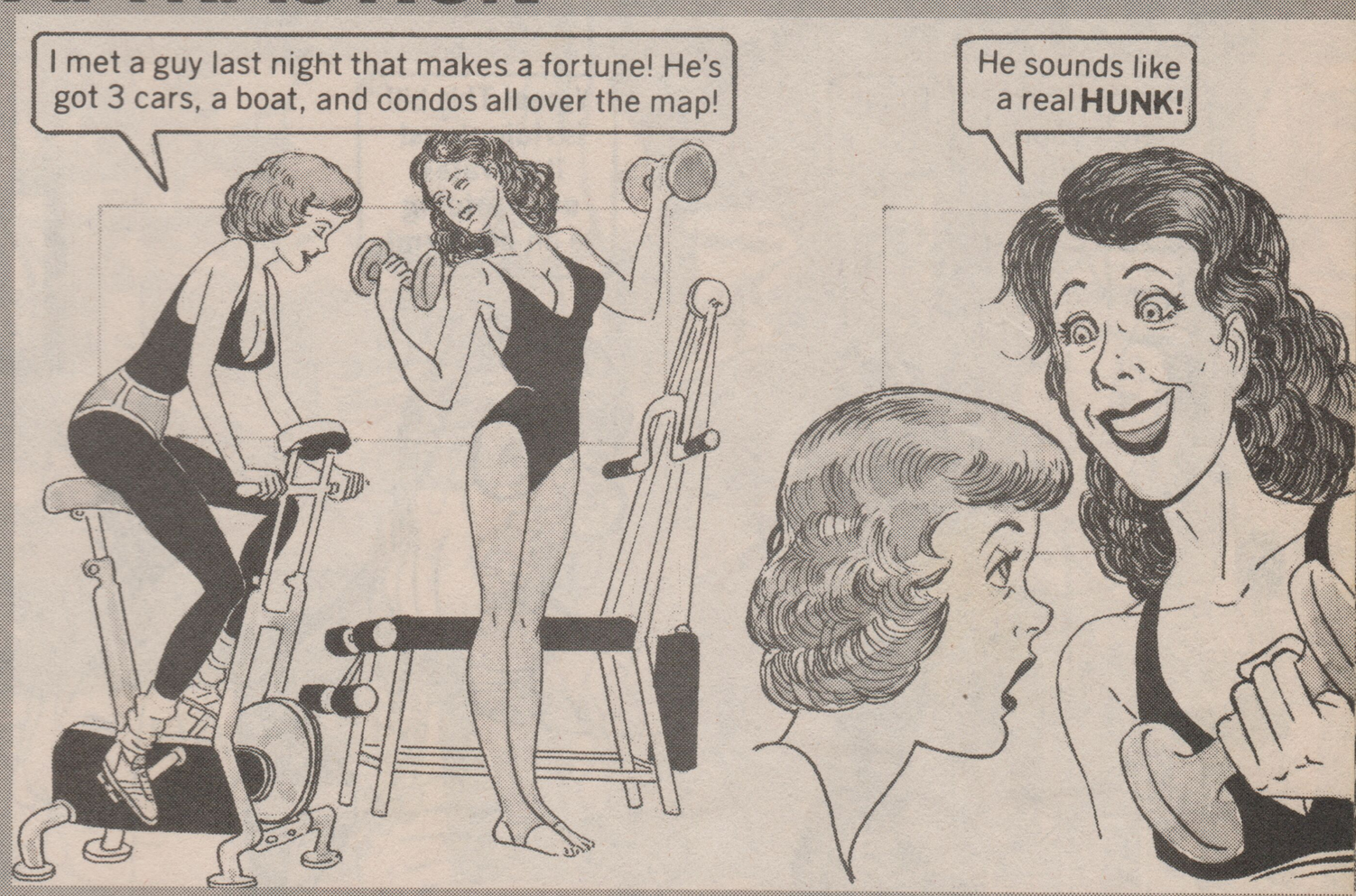
My daughter is so **secretive!** I don't know **who she's seeing** or **what she's doing!**
It's driving me **crazy!**
My daughter tells me **everything!**
You're very **lucky...**
No! It's **driving me crazy!**

GRADES

I think I deserve a **better grade,** Mr. Charney! I've really been **trying**— I'm doing the **work** of **three students!**
I'm sorry, the **grade stands** as is...
...but if you tell me who the **other two students** are, I'll lower **their grades,** too!

ATTRACTION

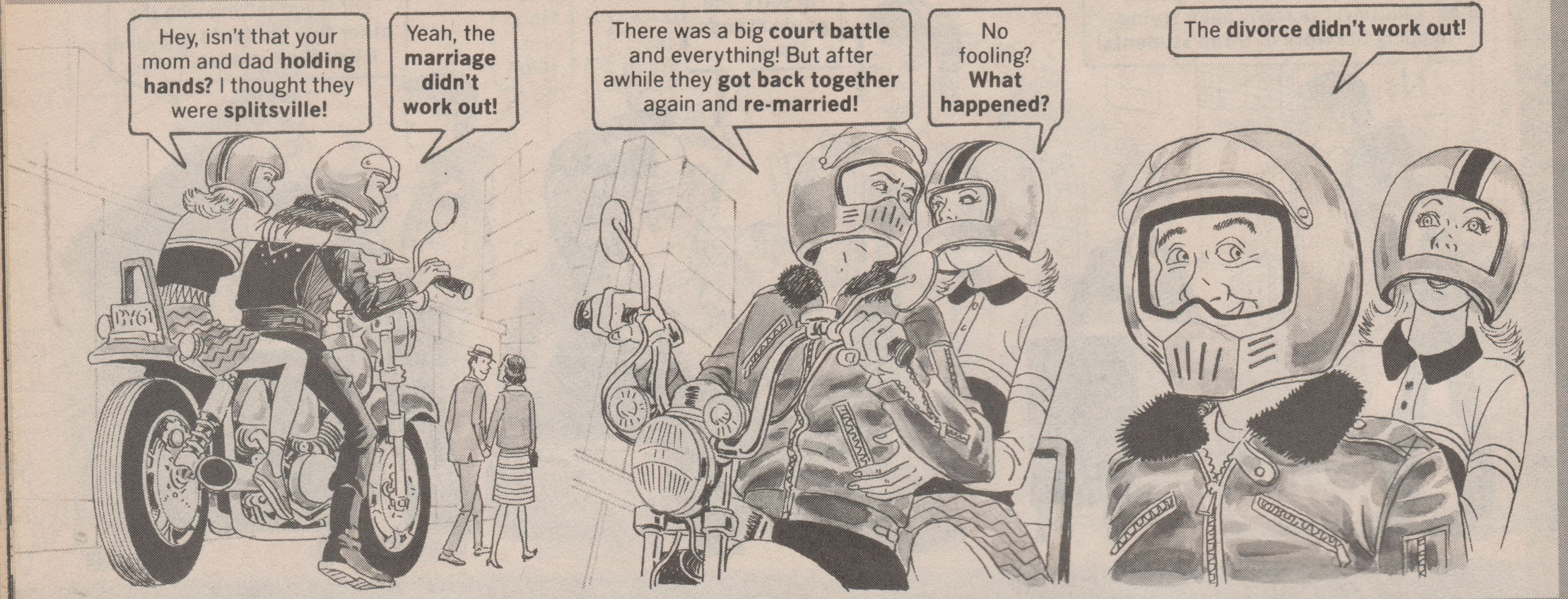




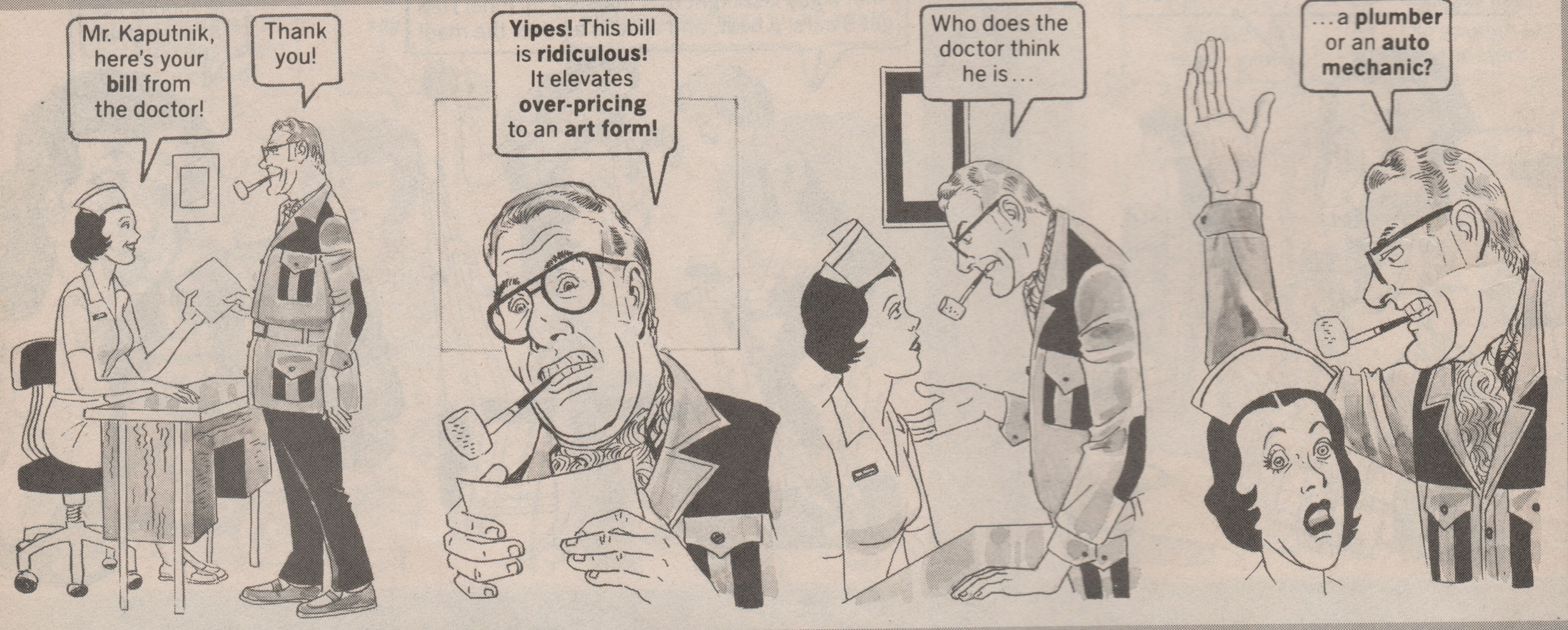
CONFRONTATION

Roy Kroul, it's **high time** someone told you a **few things,** like what a **hard-headed, arrogant, self-centered, opinionated, conceited ass you are!** Goodbye, creep!
MTV
Wow! You really **blasted him!** That takes guts!
SLAM
Well, it is a lot **easier** when you're talking to an **answering machine!**

MARRIAGE


Hey, isn't that your mom and dad **holding hands?** I thought they were **splitsville!**
Yeah, the **marriage didn't work out!**
There was a big **court battle** and everything! But after awhile they **got back together** again and **re-married!**
No fooling? **What happened?**
The **divorce didn't work out!**

DOCTORS


Mr. Kaputnik, here's your **bill** from the doctor!
Thank you!
Yipes! This bill is **ridiculous!** It elevates **over-pricing** to an **art form!**
Who does the doctor think he is...
...a **plumber** or an **auto mechanic?**

EXTREMES

Let me tell you something, pal—it's **lonely at the top!** When you get to be **president** of the student council and **captain** of the baseball team, you're **way up there,** true, but you're **all by yourself!**
Sure, I get **invited** to all the **good parties,** and sure, I get **chased** by **cheerleaders** and **campus queens!** But after a while it becomes more **pressure** than **pleasure,** believe me!
I **never** get invited to **parties,** and I certainly **don't get chased** by **cheerleaders** or **any girls...**
Let me tell **you** something, pal—it's also **lonely at the bottom!**
David Berg

SOME DETECTIVES ARE CLEVER, SOME ARE BRASH, AND THEN THERE'S ...

MIKE HAMMY

NOT SOJAC

My **nose** felt like someone **stuck** a stick of **dynamite** up there and **lit** the **fuse!** My **ears** felt like I was listening to the **'1812 Overture'** and they were using them for the **cymbals.** My **tongue** was so **rough,** I could have used it to lift the 50 years of **paint** off my **office walls.** My **eyes** were so **blurry** it was like looking at life through **two jars of vaseline.** But I could see my secretary, **Velvetta,** slither into my office like a **Slinky,** balanced on a bowl of **Jello...**

Things Go Better with Coke.

DEPOSIT $5,000

OUT

OUT

MIKE HAMMER

DAILY
FICARR LANDS
FLAMME HEAD

SAM VIVIANO

ARTIST: SAM VIVIANO

WRITER: DICK DE BARTOLO

Good morning, **Mike!** Do you feel like **chatting?**

Naw, you know me, a **man** of **few** words.

HAMMER LOCK

A **woman** I had **never** seen before **waltzed** into my office. I didn't recognize her **perfume,** which **smelled** like a cross between a gentle **ocean breeze** and those new **sandwiches** from **Burger King!** Her **lips** were full, like a perfectly ripened **cantaloupe.** Speaking of **melons,** she had ...

Mr. Hammy, I'd like to have a **word** with you before your **thought balloon** takes up this **entire panel!**

1506 NIX NIX

Wait a **minute!** I **recognize you!** **Chrissy Cotugno!** **We** went to high school **together.**

I **never saw** you **before** in my life!

Come on, **Hollywood High,** 1952. We **majored** in **Passable Acting.**

Okay, so we **met before!** But you have to **forget** that! The **only** people who get **killed** on this series are **your friends.** Give me a **break!** Consider me a **stranger** off the street.

Things Go Better with Coke.

DEPOSIT $6,000

SPOONS $15

HAMMER AND EGGS

ROGERS AND HAMMERSTEIN

HAPPY TRAILS YOU...

KNOK KNOK KNOK

The **cops** are **here,** Mike.

Well, they're **much too early!** I haven't even had time to **establish** the **crime** yet, let alone **call them** for **help!**

What **help?** We're here to **arrest you,** Hammy! For **carrying** enough **"funny white powder"** in your **luggage** to arrive in England **four hours before** the plane!

You **can't arrest** me in the middle of **my series.** I have 17 **more episodes** to film!

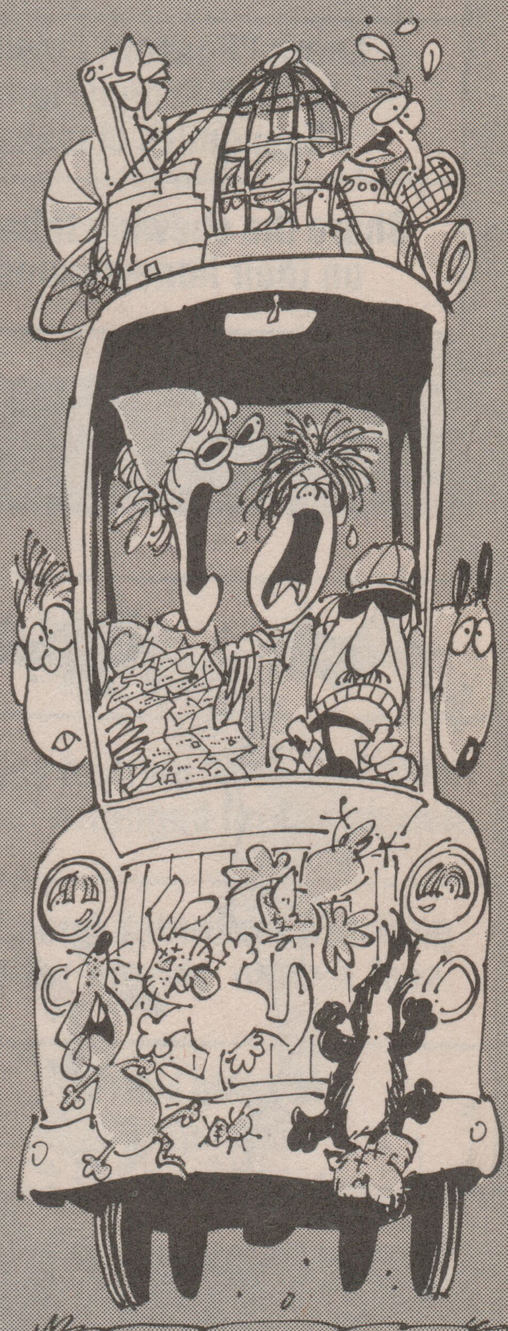
Come on Hammy, **now!!**

I'm a **big star!** Okay, **forget** my series! You **can't arrest me** right in the **middle** of this **MAD satir—**

SECTIONAL EDUCATION DEPT.

When Americans travel through the world, there are Tourist Guide Books that describe each country's natives, their interests and how they live. Unfortunately, there are no such Tourist Guide Books for Americans traveling through their own country that describe each region's natives, their interests and how they live. So we present...

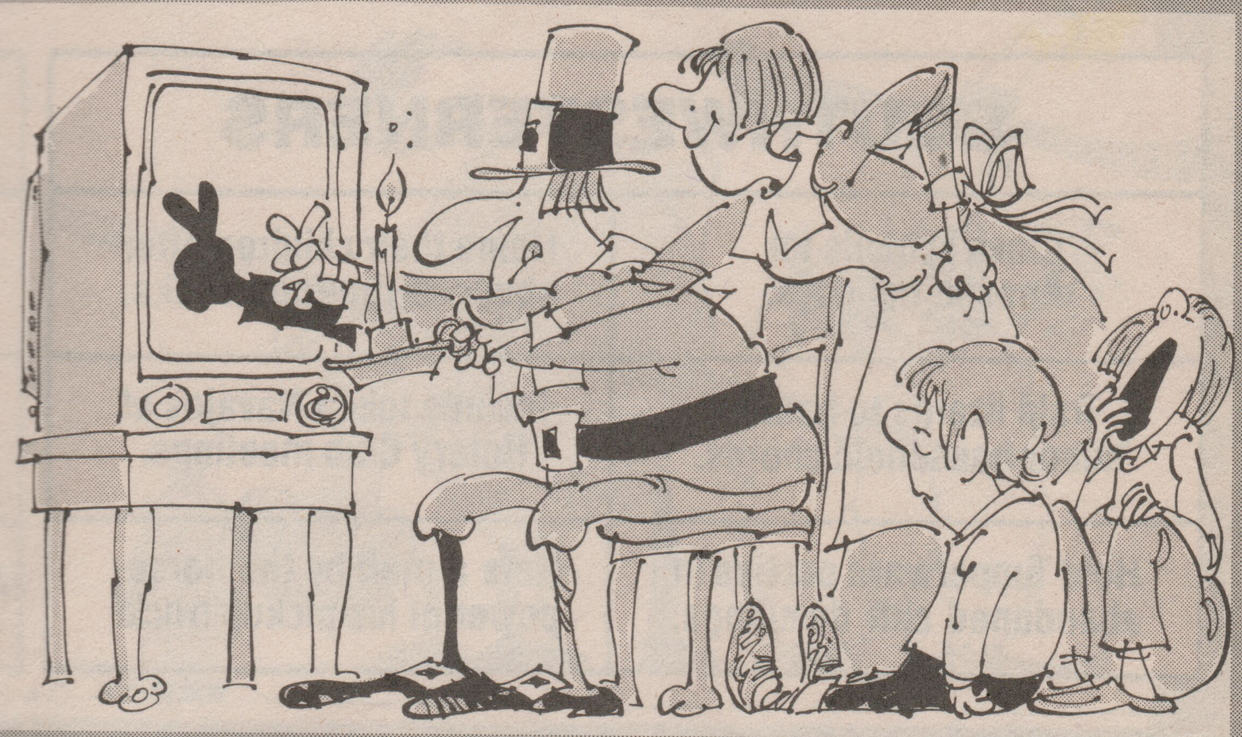
AN INSTANT GUIDE TO AMERICAN REGIONAL TYPES



ARTIST: PAUL COKER WRITER: FRANK JACOBS

NEW ENGLANDERS

Resharpen their disposable razors.	Call their parents "Mr.—" and "Mrs.—"
Consider credit cards "tools of the devil."	Regard second generation Americans as "immigrants."
Refuse to buy paper clips without a 90-day warranty.	Believe the decline in morality began with the phasing out of suspenders.

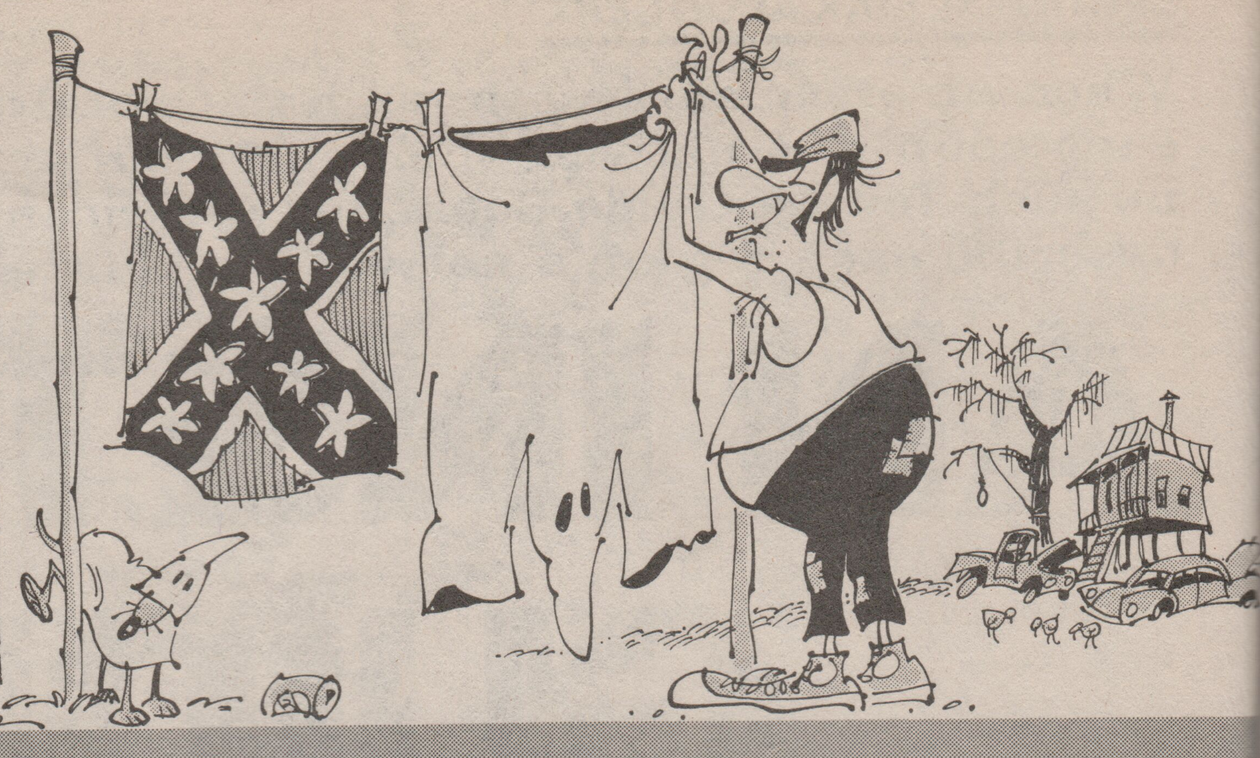


NEW YORKERS

Organize vigilante groups to patrol inside their apartments.	Yell "Hurry up!" during funeral eulogies.
Greet their party guests only after they've passed through a metal detector.	Check to see if their wallets are still there while attending religious services.
Freebase soot.	Frisk their children.

SOUTHERNERS

Would like to vaccinate visiting Northerners.	Bury their hound-dogs in Confederate Flag shrouds.
Learn "Possum Cuisine" in High School Home Economics classes.	Soak their dentures overnight in glasses of Jack Daniels.
Share the chewing tobacco on their honeymoons.	Carry on feuds over swamp rights.

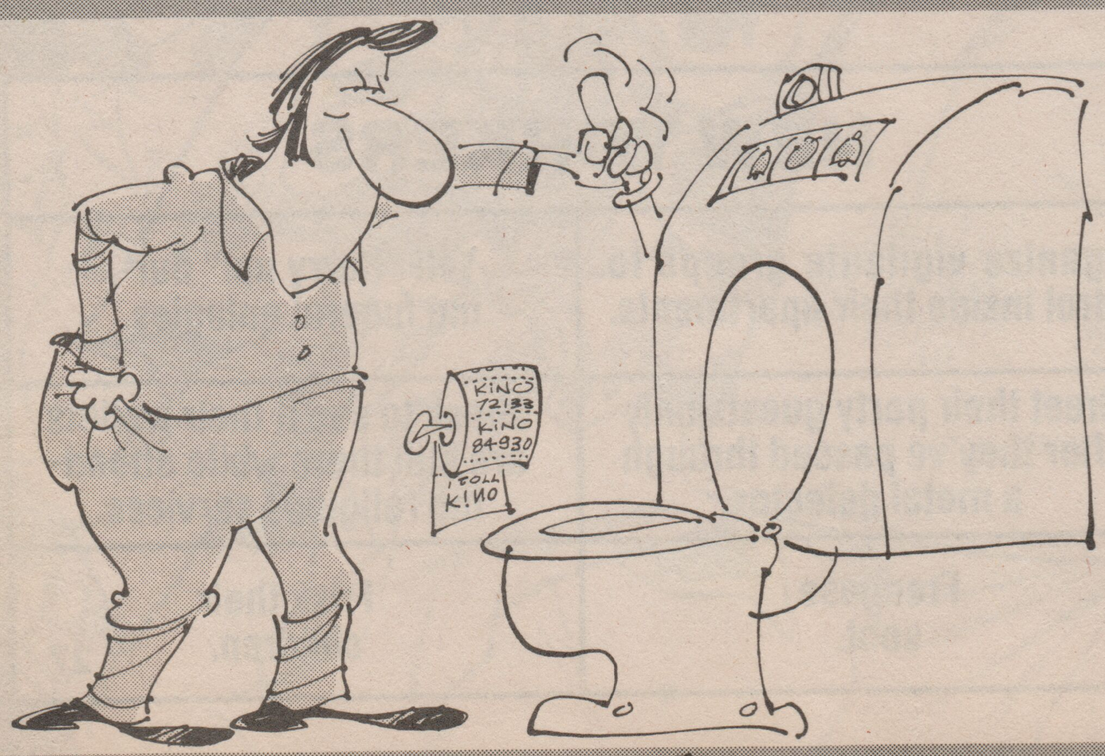


MIDWESTERNERS

Polka in discos.	Hang out the American Flag on William McKinley's birthday.
Entertain visitors with home movies of their garage sales.	Snore with a twang.
Own "His-and-Hers" manure spreaders.	Regard "K-Mart" as a designer label.

SOUTHWESTERNERS

Close schools for Apache holidays.	Name their children after obscure igneous rocks.
Train lizards to handle minor household chores.	Include token Navajos at Rotary Club meetings.
Hold Tupperware parties in abandoned cliff dwellings.	Rate a man by the horse-power of his pickup truck.

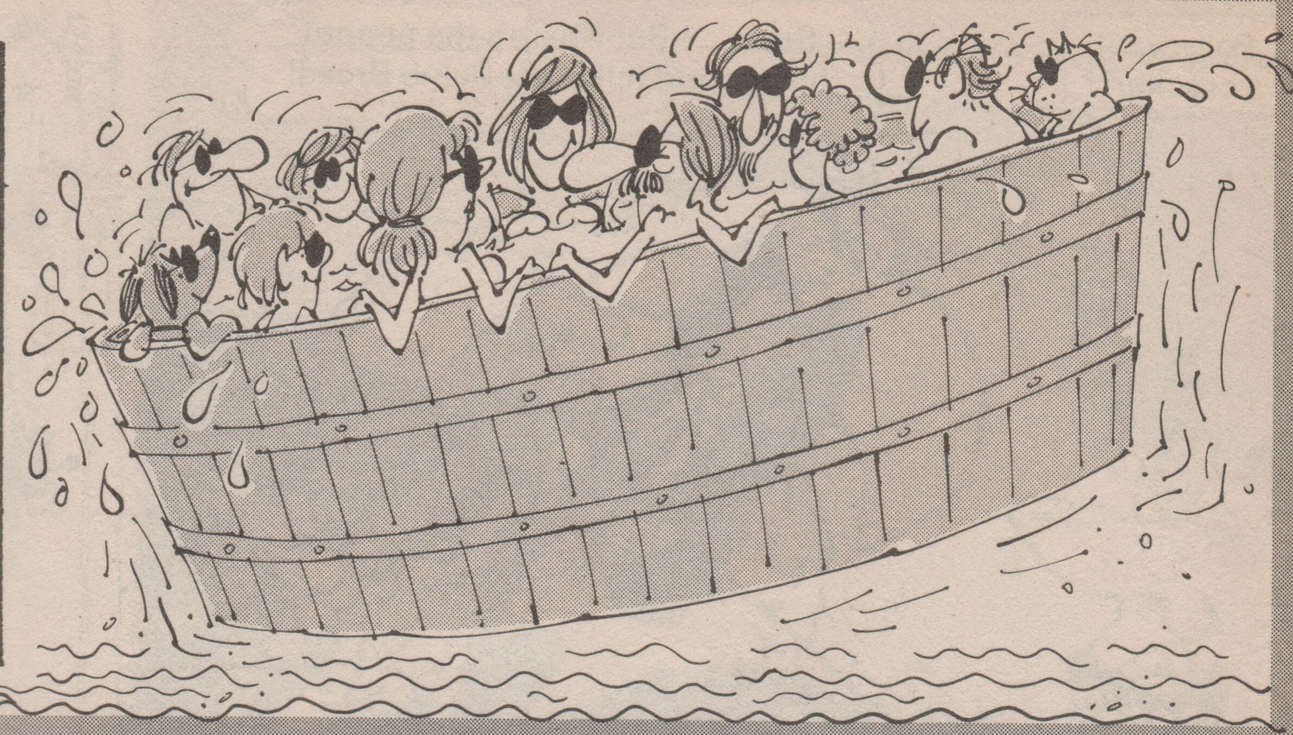


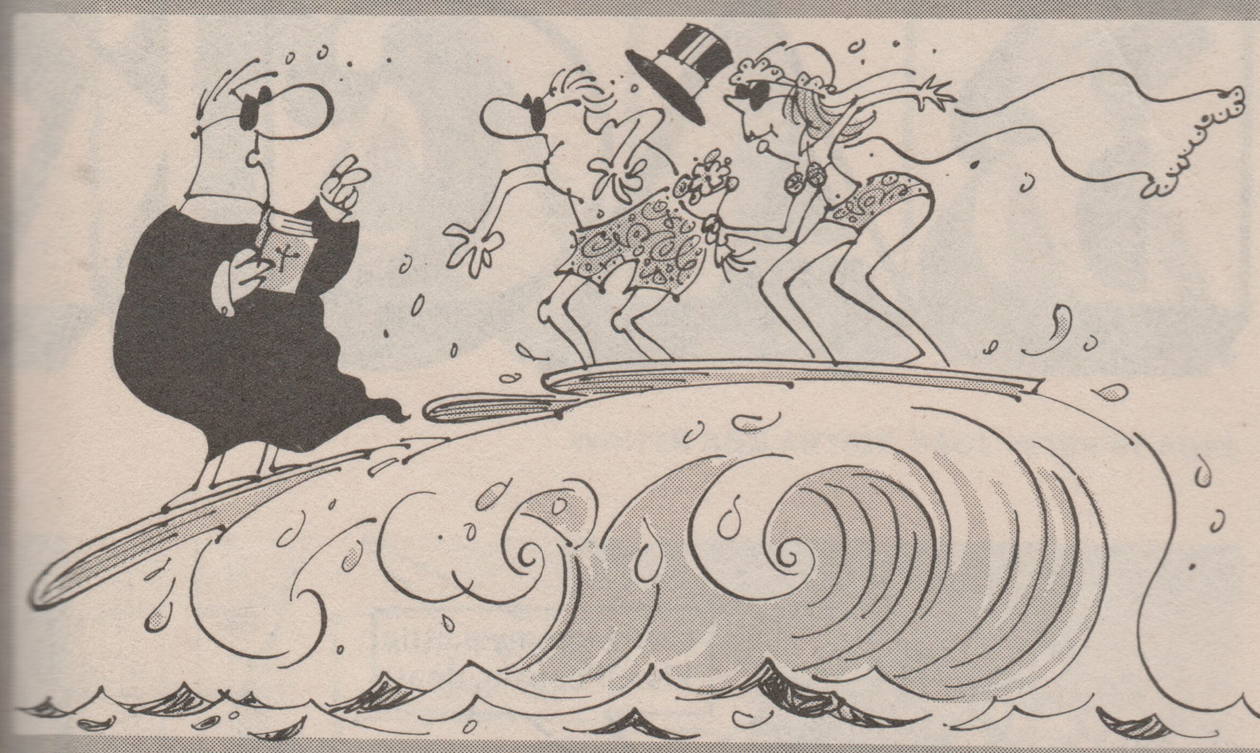
NEVADANS

Propose double-or-nothing bets during I.R.S. audits.	Take odds on total highway deaths on major holidays.
Get rid of children they feel are unlucky.	Take out Medical Insurance t cover "Slot Machine Elbow
Offer "Blackjack Card-Counting" as a High School elective.	Fast on Jimmy The Greek's birthday.

CALIFORNIANS

Apply "Grecian Formula" to their aging poodles.	Lamé their Frisbees.
Freeze-dry cocaine.	Cast horoscopes for their cars.
Consider it trendy to jog during earthquakes.	Honor their dead with designer tombstones.



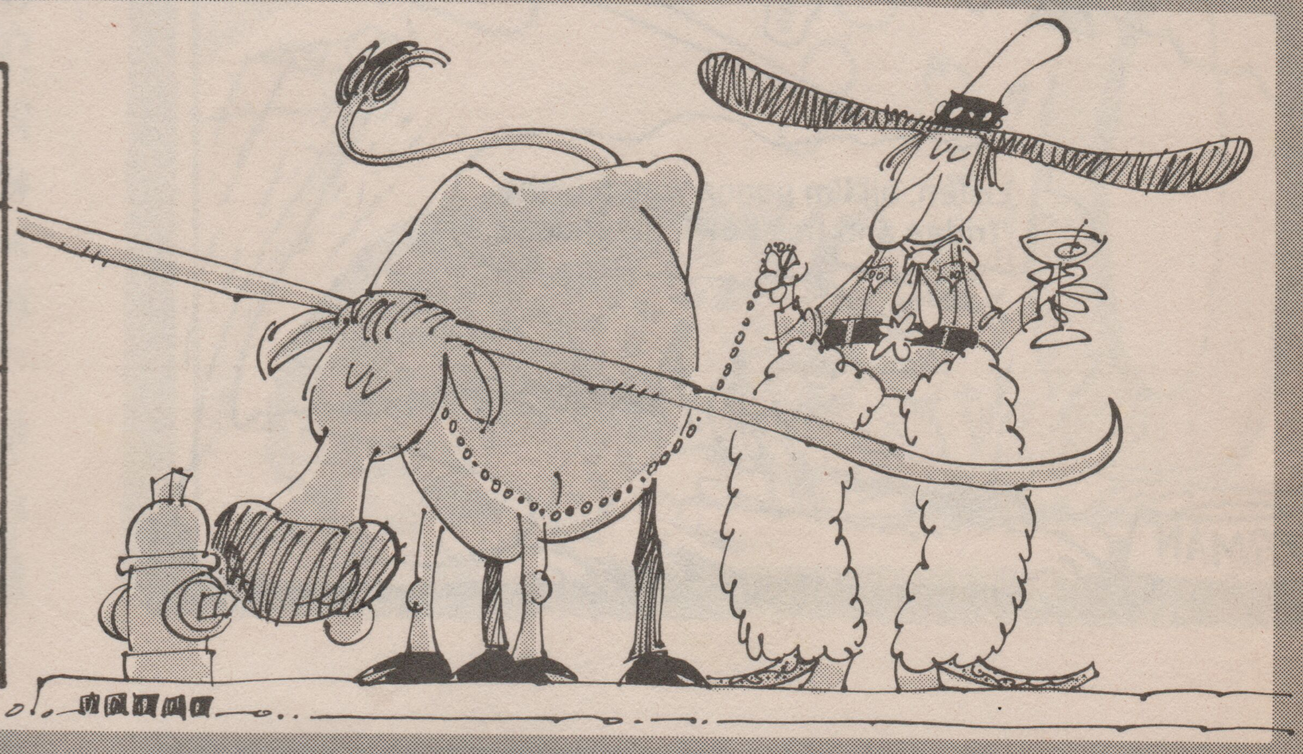


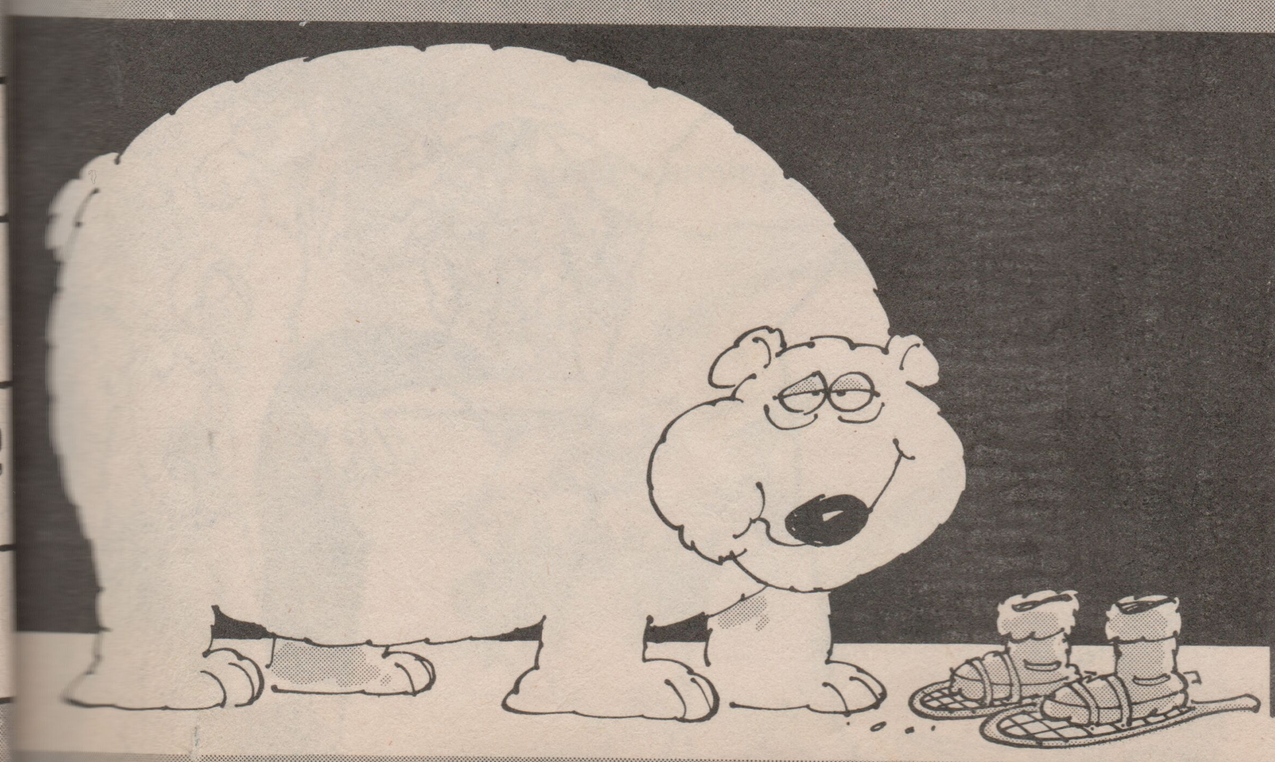
HAWAIIANS

Rarely hula on the first date.	Enjoy hearing "The 1812 Overture" arranged for the ukulele.
Are buried with their surfboards.	Spend Saturdays watching slow-moving molten lava.
Take little interest in ice hockey.	Wear black leis to funerals.

TEXANS

Believe that owning more than two 747's is pretentious.	Have unlisted area codes.
Refer to anyone less than six feet four as "Shorty."	Rent Oklahoma for picnics and family gatherings.
Protect their ranches with MX missiles.	Refuse to recognize the existence of Alaska.





ALASKANS

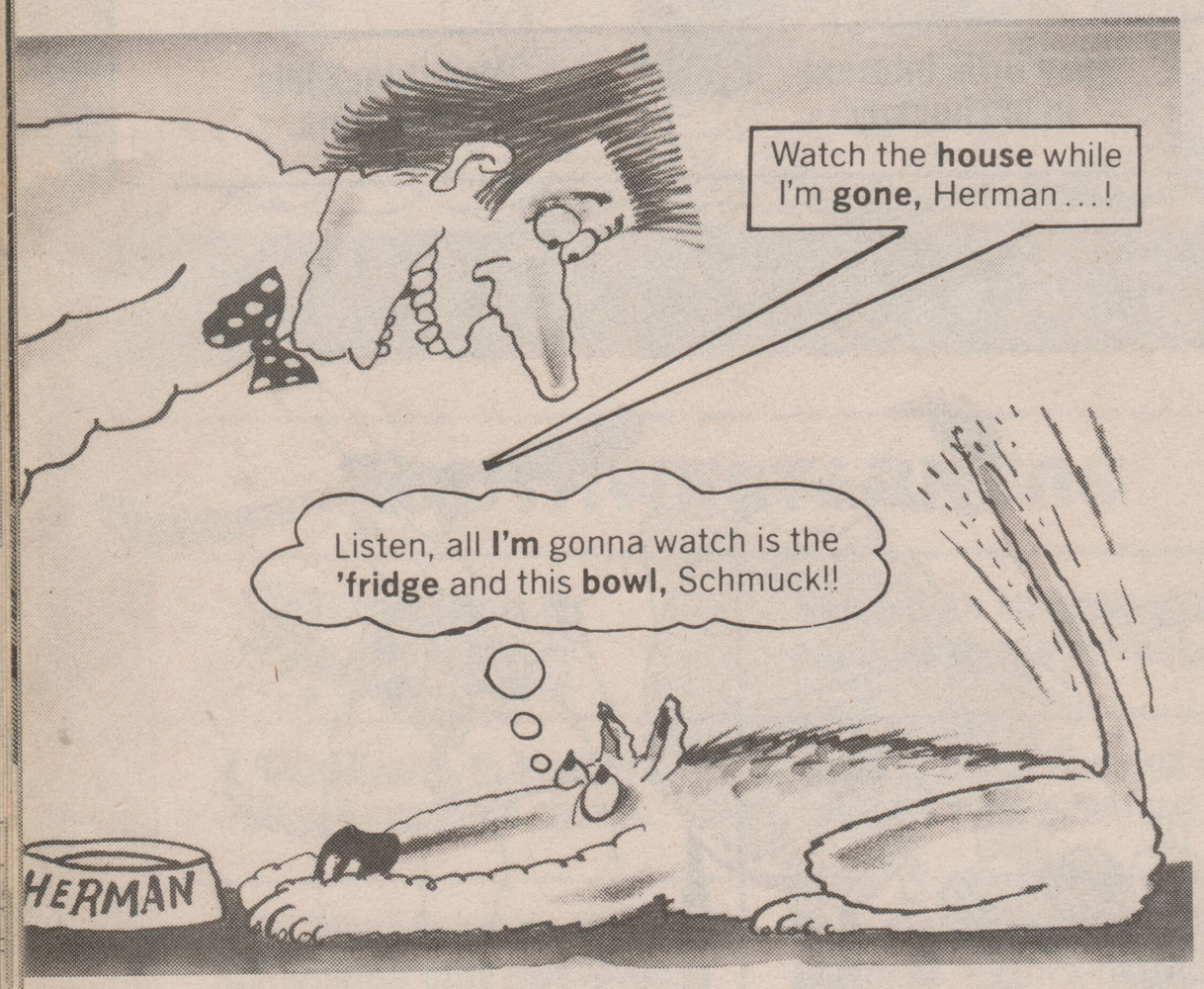
Only say "Goodnight" once a winter.	Prepare delicious whale blubber quiches.
Organize "Sled Pools" during transit strikes.	Say "Hot enough for you?" when the mercury hits 40.
Play football on artificial tundra.	Feel very uncomfortable in crowded places like Wyoming.

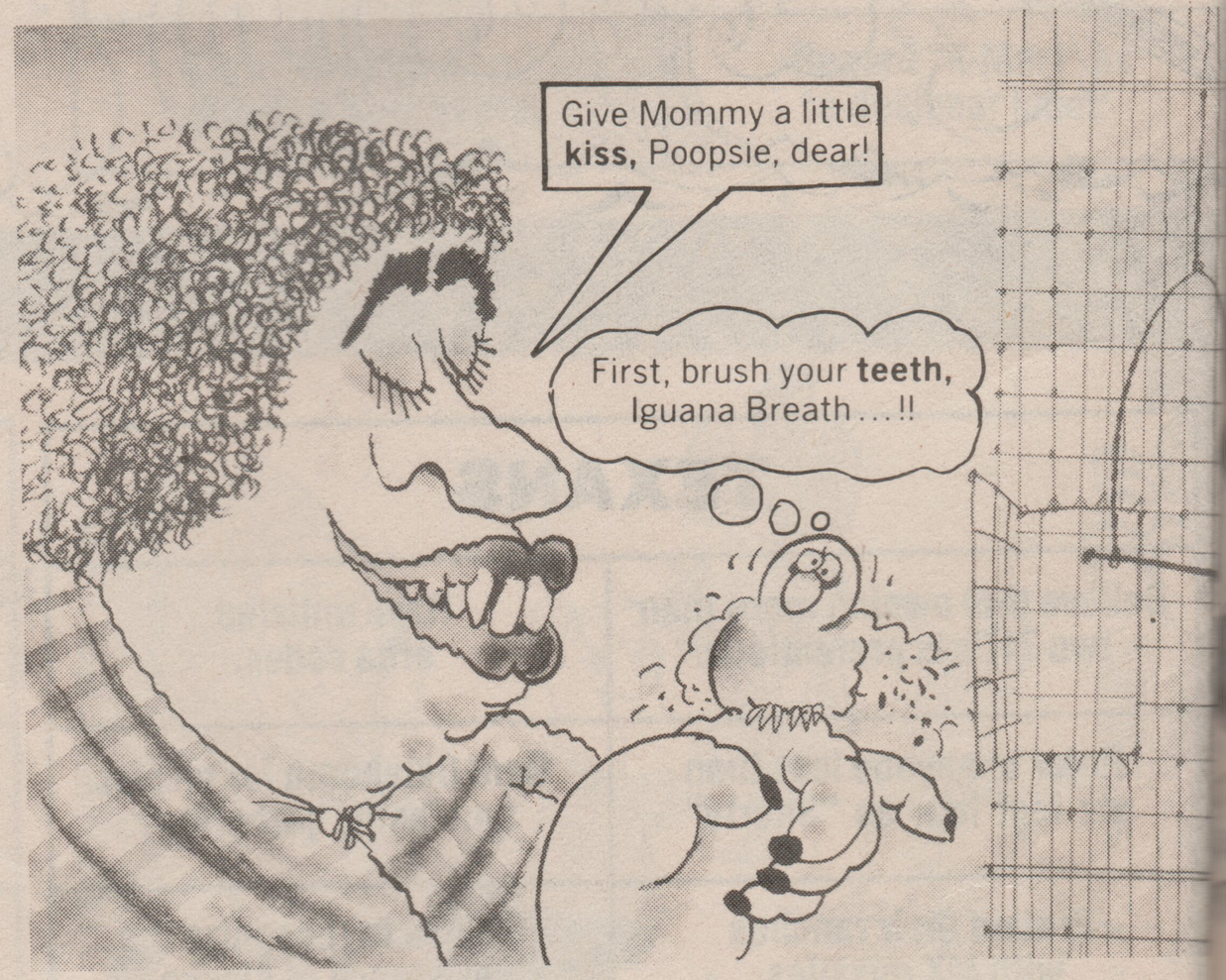
SNAPPING ANSWERS DEPT.

A MAD L

PE

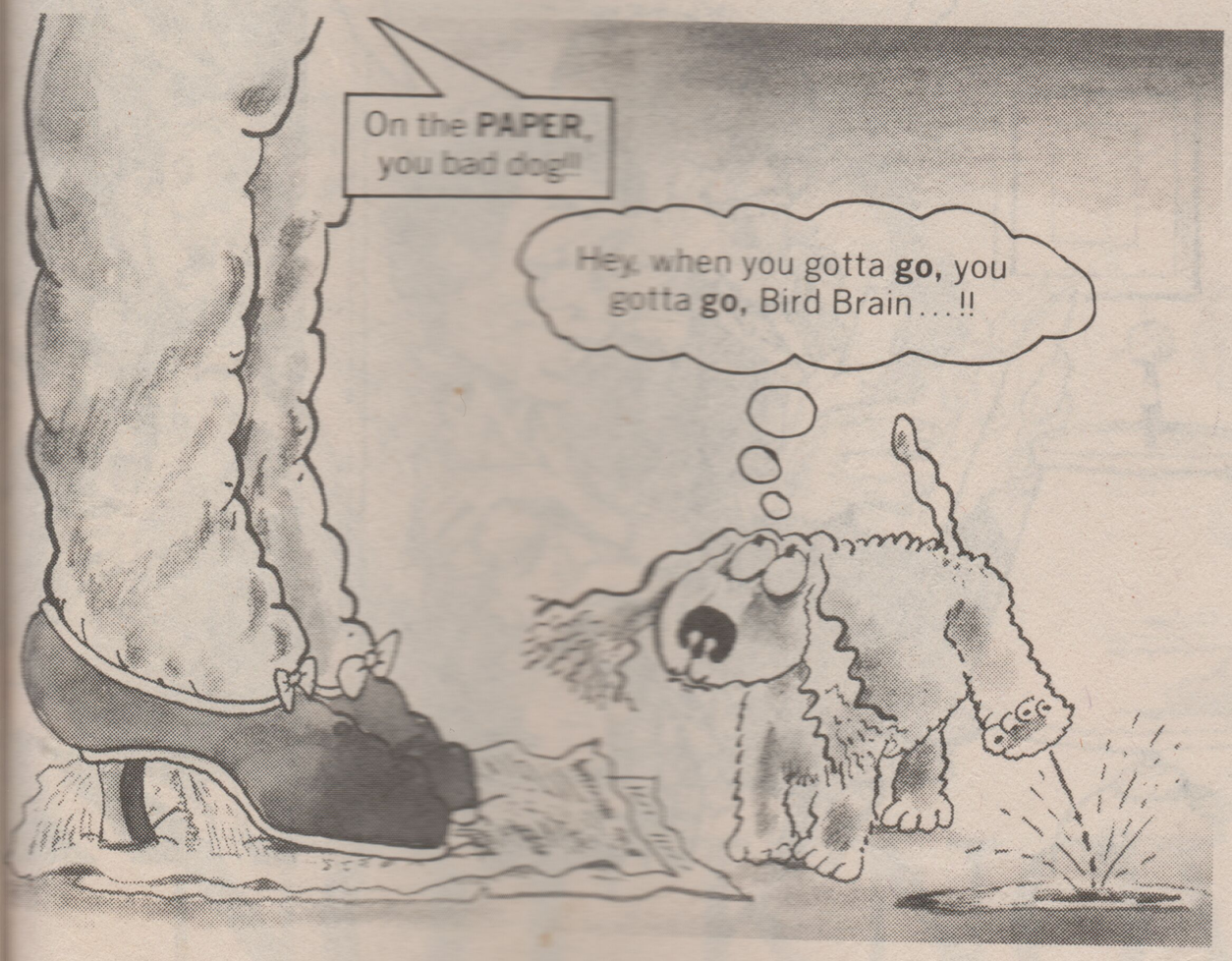
BACK

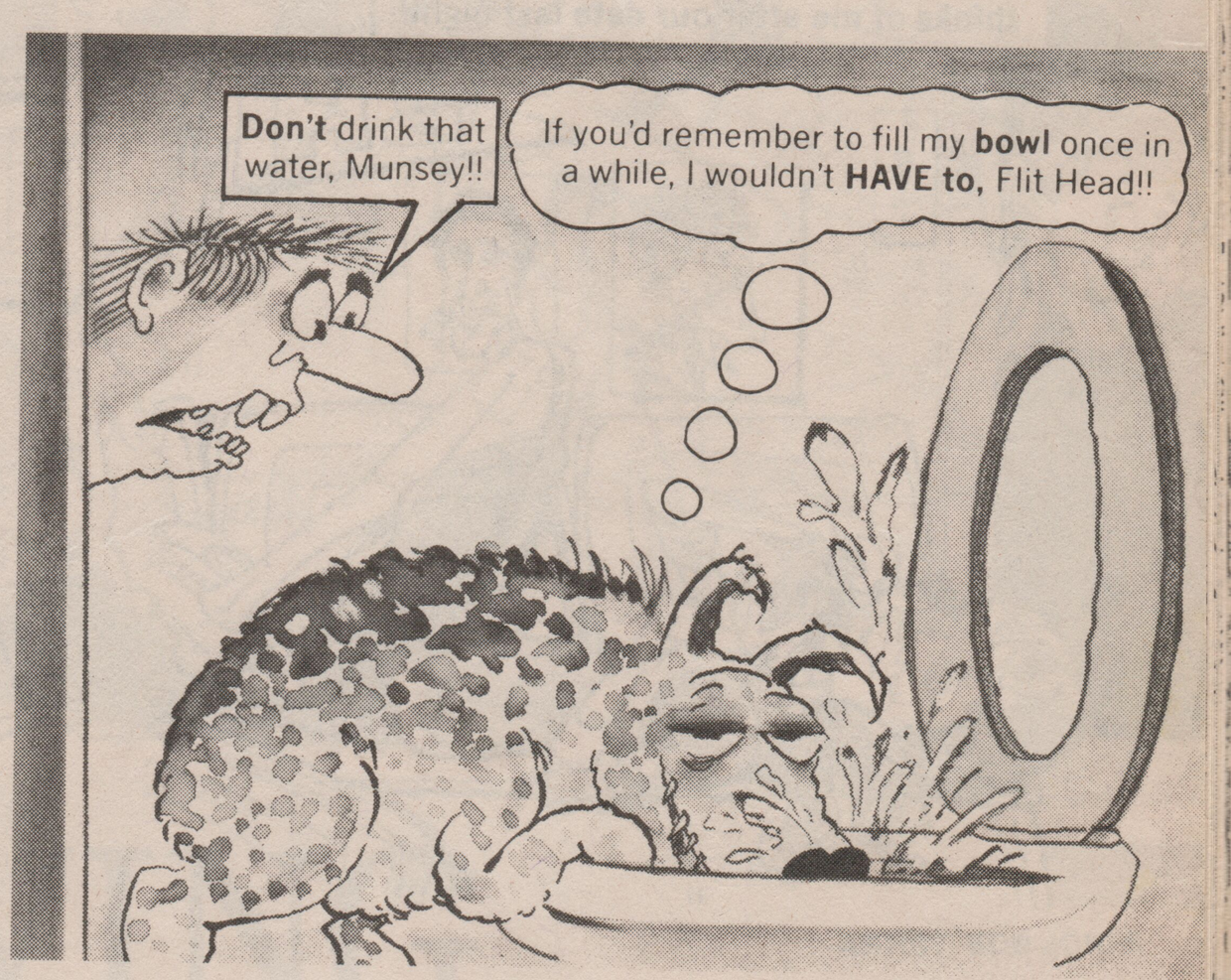


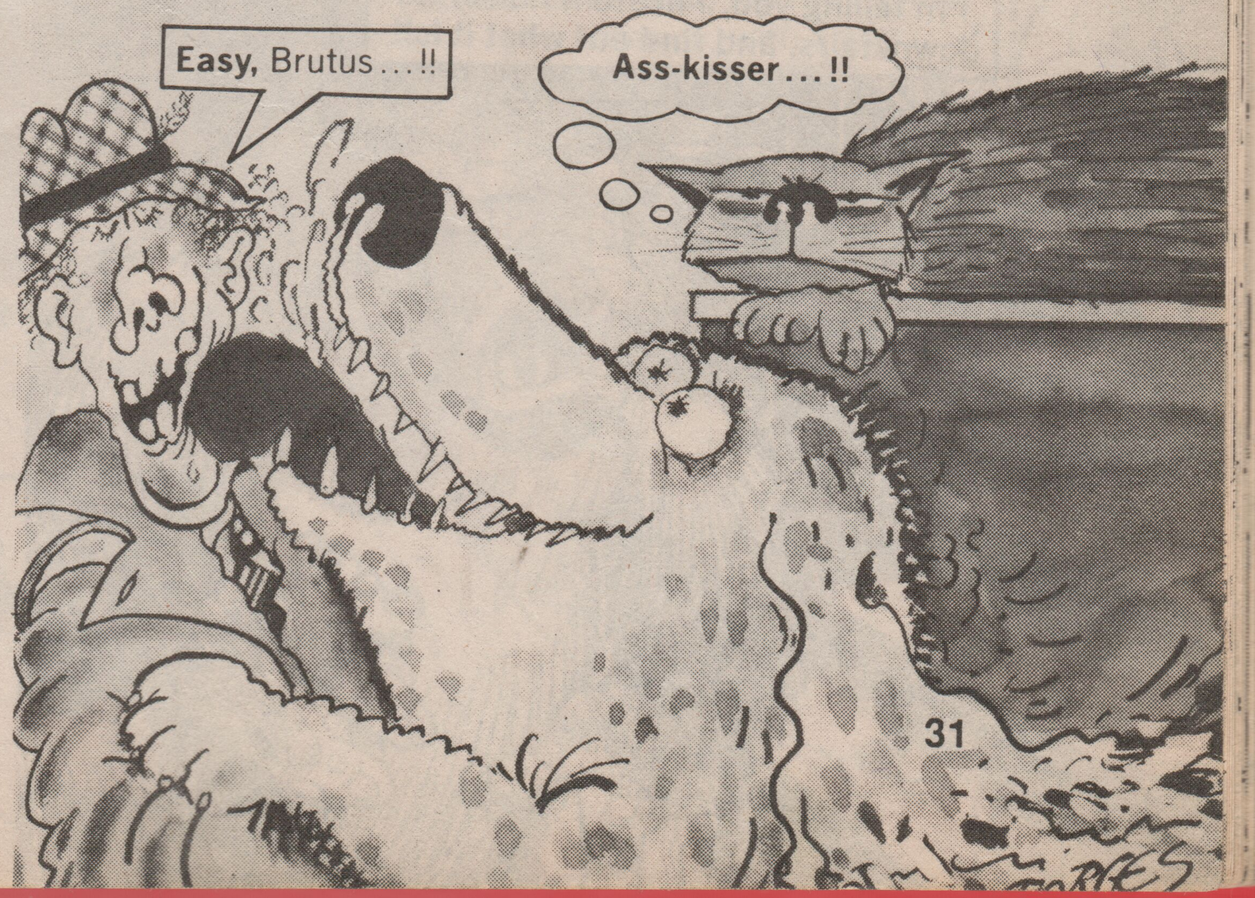


LOOK AT 'S' TALK

WRITER AND ARTIST: PAUL PETER PORGES

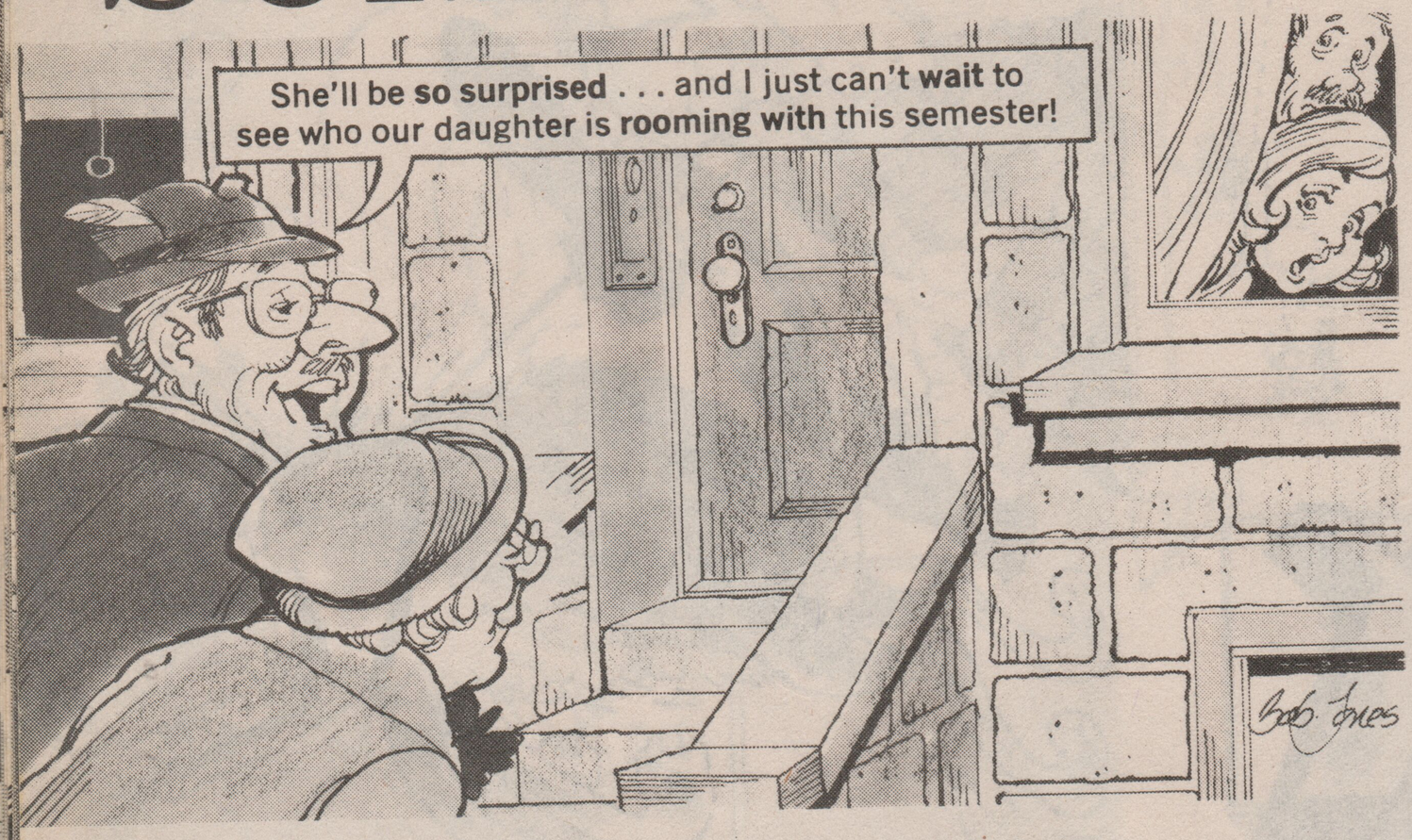




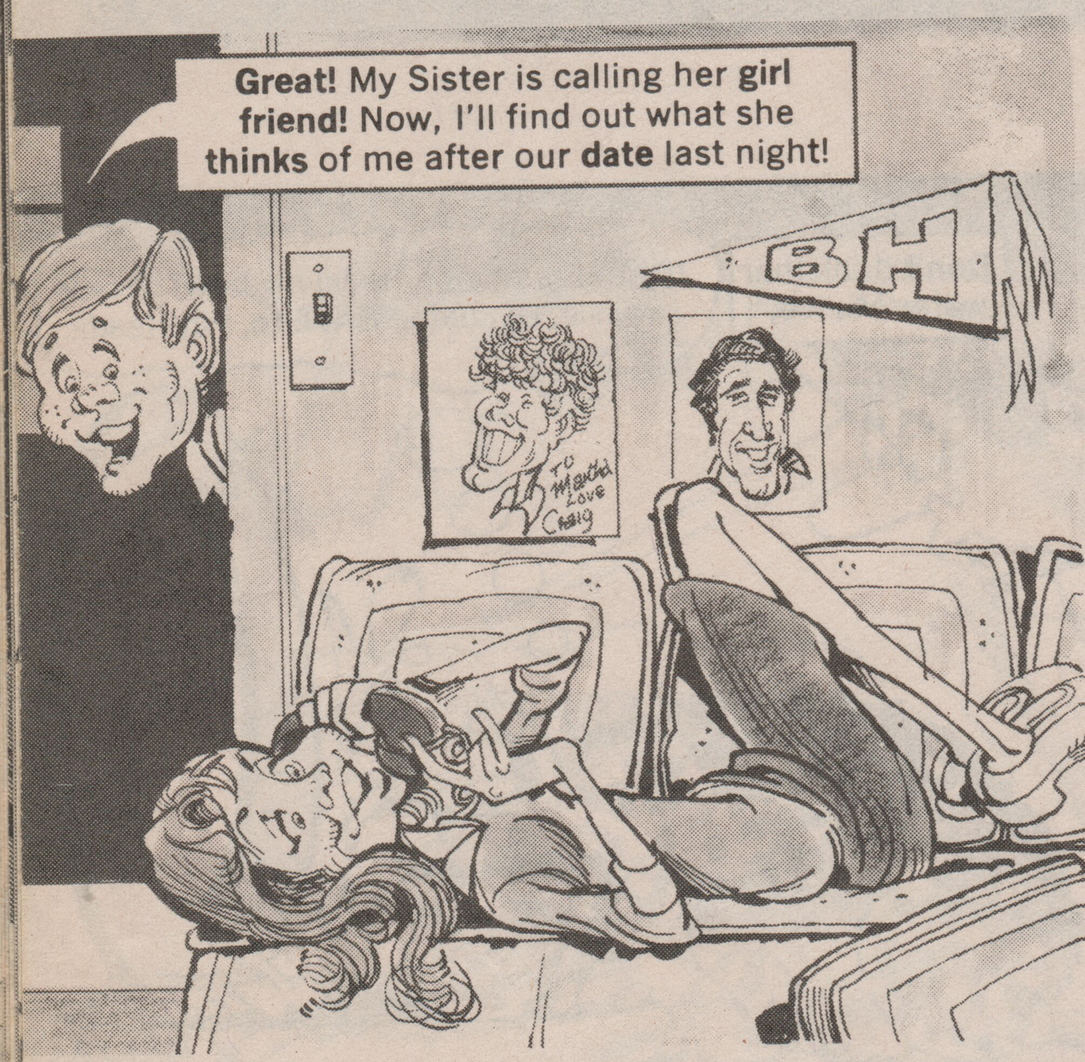


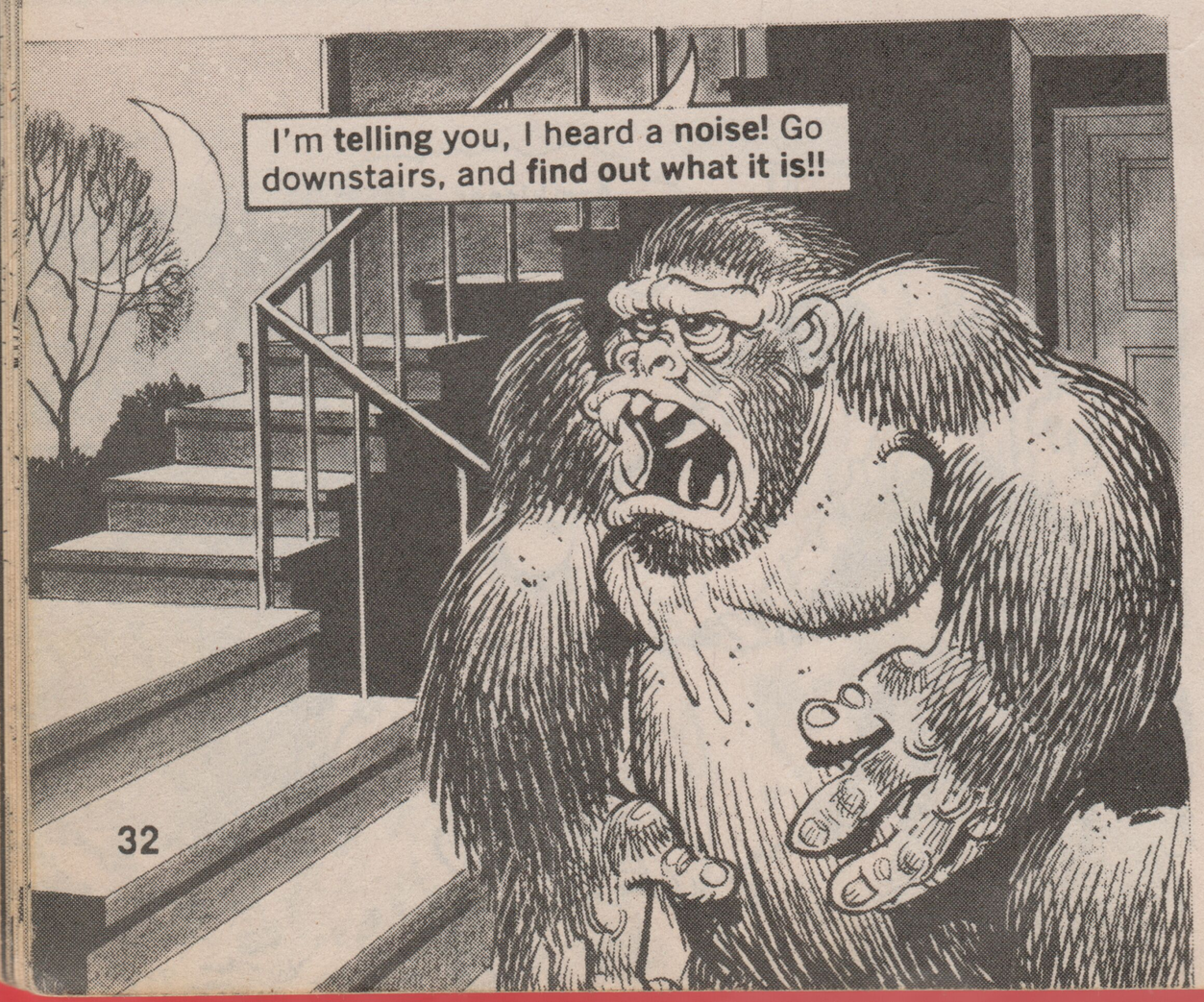
NO KNOWS IS GOOD KNOWS DEPT.

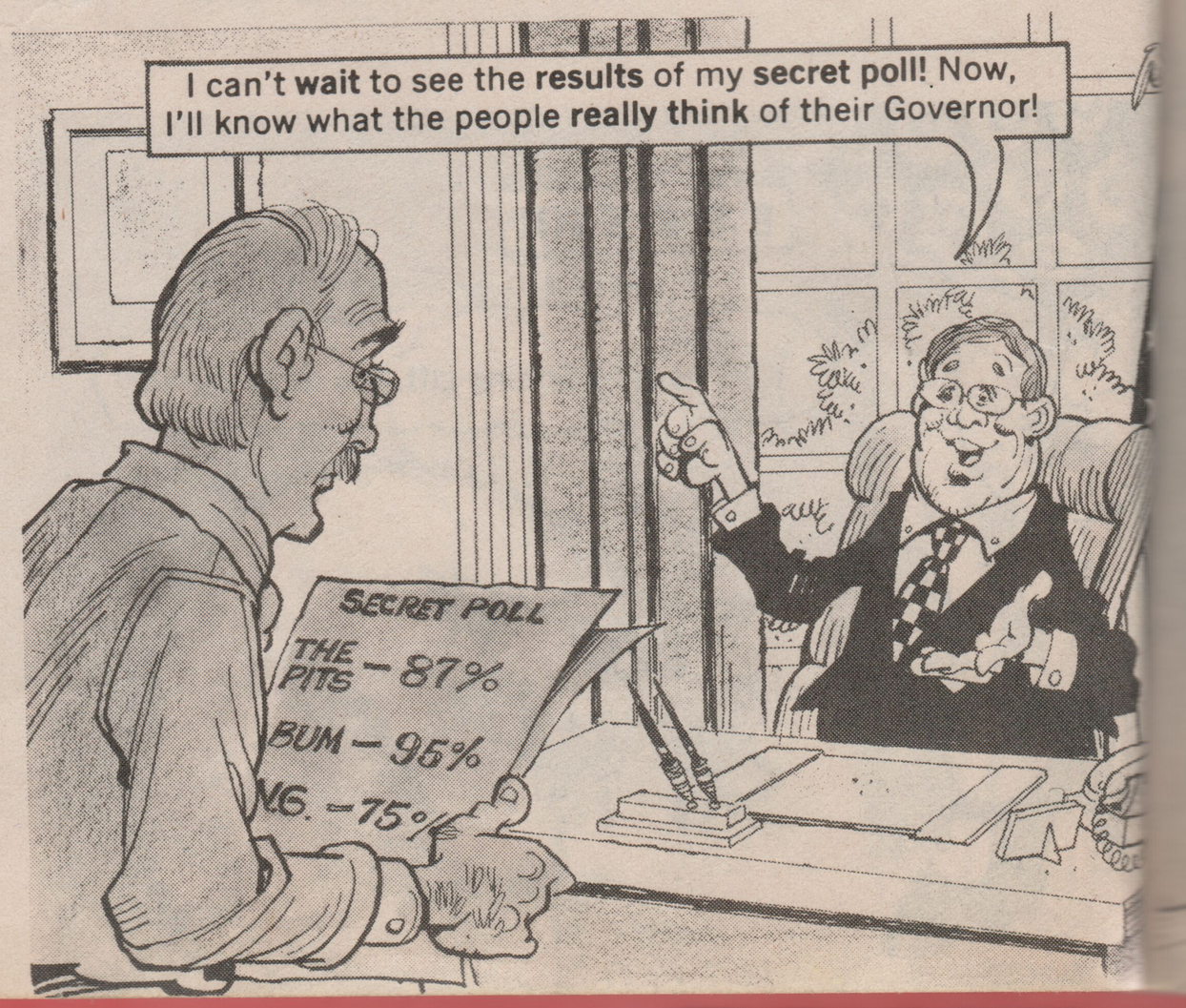
SOMETIMES YOU'RE



MUCH BE


Great! My Sister is calling her **girl friend!** Now, I'll find out what she **thinks** of me after our **date** last night!
BH
To Martha Love Craig




I can't **wait** to see the **results** of my **secret poll!** Now, I'll know what the people **really think** of their Governor!
SECRET POLL
THE PITS – 87%
BUM – 96%
NO. – 75%

Ahhh! **At last!** My **family's roots!** Who **knows?** I might be descended from **kings . . . or . . .**

KONG

I'm **sorry,** but school records are **usually confidential . . .**

STUDENT FILES PRIVATE

He's **MY SON,** and I **demand** to see what's in his file!

TTER OFF

I've talked to you so **often** on the **phone** . . . How about **lunch?** I've just **got** to see if you're as **pretty** as your **voice sounds!**

Dig this **weird looking stuff** that's washed up on the beach! I wonder what in heck it **is . . .?**

UGH

SQUISH

NOT KNOWING...

ARTIST: BOB JONES
WRITER: LOU SILVERSTONE

Now that we're **married,** tell me . . . did you ever . . . **you** know . . . with **any other** guy . . . ?

Now that we're **married,** tell me . . . did you ever . . . **you** know . . . with a **guy . . .** ?

MAD'S COMPUTER SECTION
IS ON LINE!!!

CRASH YOUR SYSTEMS NOW!!

RETENTION HACKERS!

TAKING A TERM FOR THE WORSE DEPT.

MAD'S GUIDE TO COMPUTER LANGUAGE

ARTIST: JACK DAVIS WRITER: CHARLIE KADAU

BIT: A word used to describe computers, as in "Our son's computer cost quite a bit."

BOOT: What your friends give you because you spend too much time bragging about your computer skills.

BUG: What your eyes do after you stare at the tiny green computer screen for more than 15 minutes. Also: what computer magazine companies do to you after they get your name on their mailing list.

CHIPS: The fattening, non-nutritional food computer users eat to avoid having to leave their keyboards for meals.

COPY: What you have to do during school tests because you spend too much time on the computer and not enough time studying.

CURSOR: What you turn into when you can't get your computer to perform, as in "You $#$%&¢% computer!"

DISK: What goes out in your back after bending over a computer keyboard for seven hours at a clip.

DUMP: The place all your former hobbies wind up soon after you install your computer.

ERROR: What you made the first time you walked into a computer showroom to "just look."

EXPANSION UNIT: The new room you have to build on to your home to house your computer and all its peripherals.

FILE: What your secretary can now do to her nails six and a half hours a day, now that the computer does her day's work in 30 minutes.

FLOPPY: The condition of a constant computer user's stomach due to lack of exercise and a steady diet of junk food. (see "Chips").

HARDWARE: Tools, such as lawnmowers, rakes and other heavy equipment you haven't laid a finger on since getting your computer.

IBM: The kind of missile your family members and friends would like to drop on your computer so you'll pay attention to them again.

MENU: What you'll never see again after buying a computer because you'll be too poor to eat in a restaurant.

MONITOR: Often thought to be a word associated with computers, this word actually refers to those obnoxious kids who always want to see your hall pass at school.

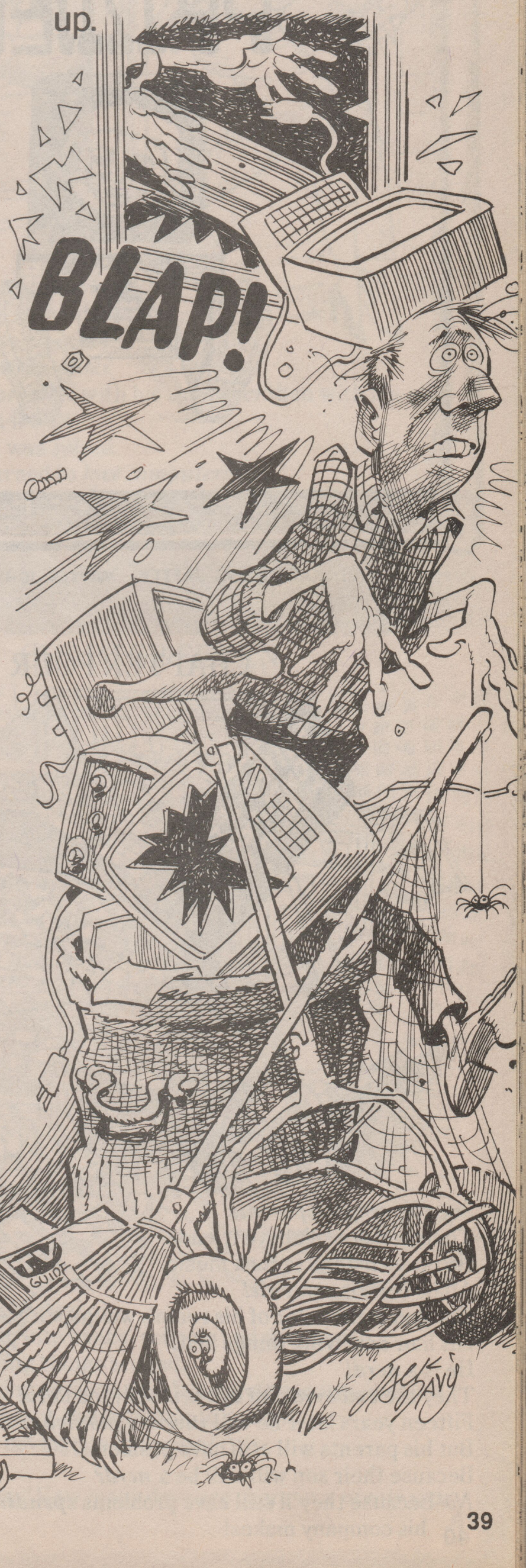
PROGRAMS: Those things you used to look at on your television before you hooked your computer up to it.

RAM: What you do to the side of your computer when it's not working properly.

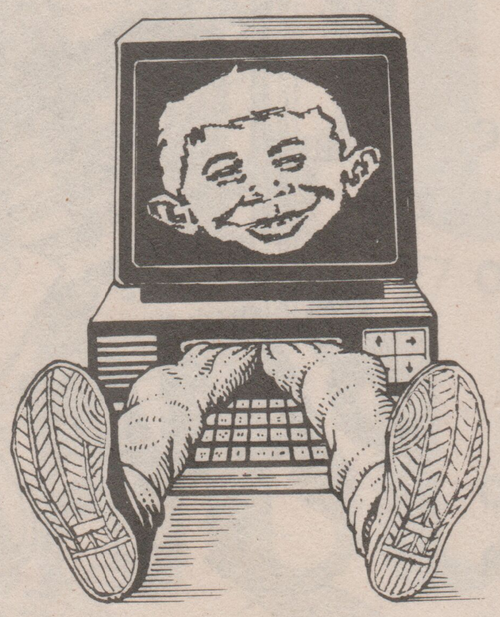
RETURN: What lots of people do with their computers after only a week and a half.

TERMINAL: A place where you can find buses, trains and really good deals on hot computers.

WINDOW: What you heave the computer out of after you accidentally erase a program that took you three days to set up.

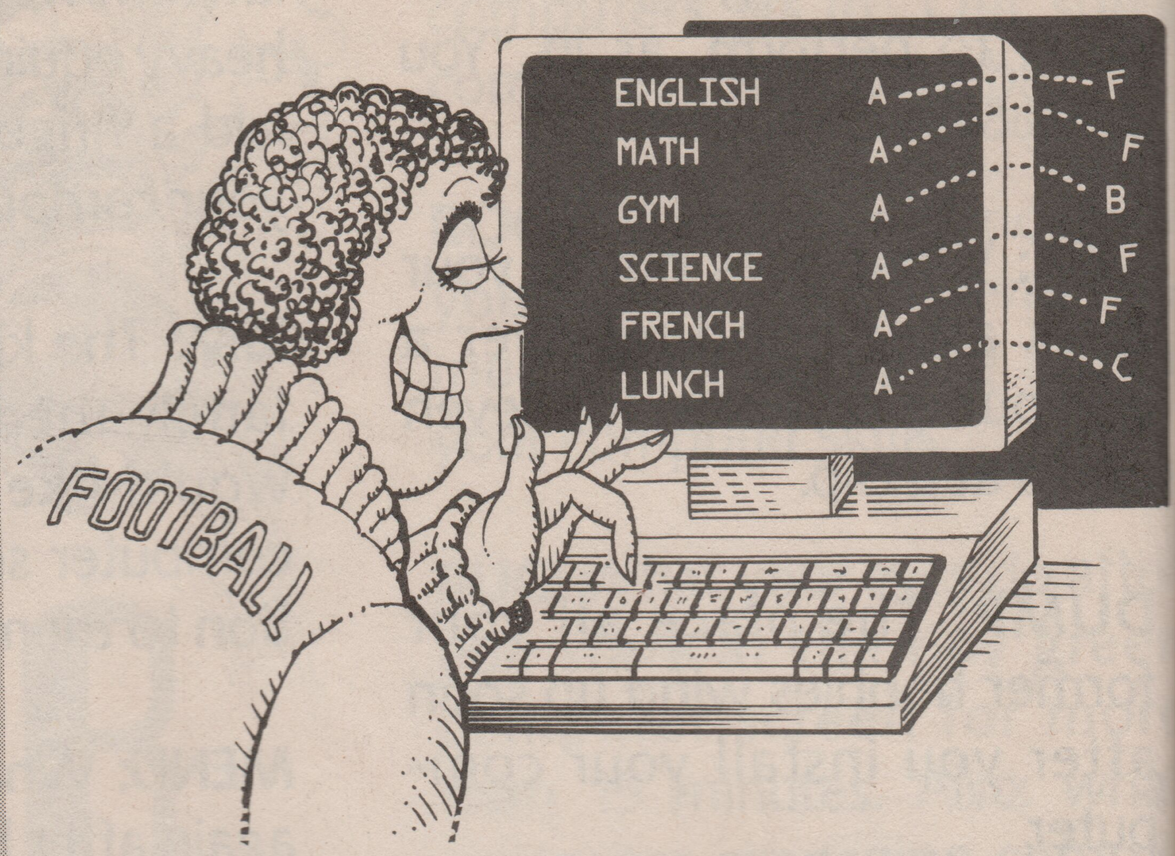


THE MAD COMPUTER PRIMER



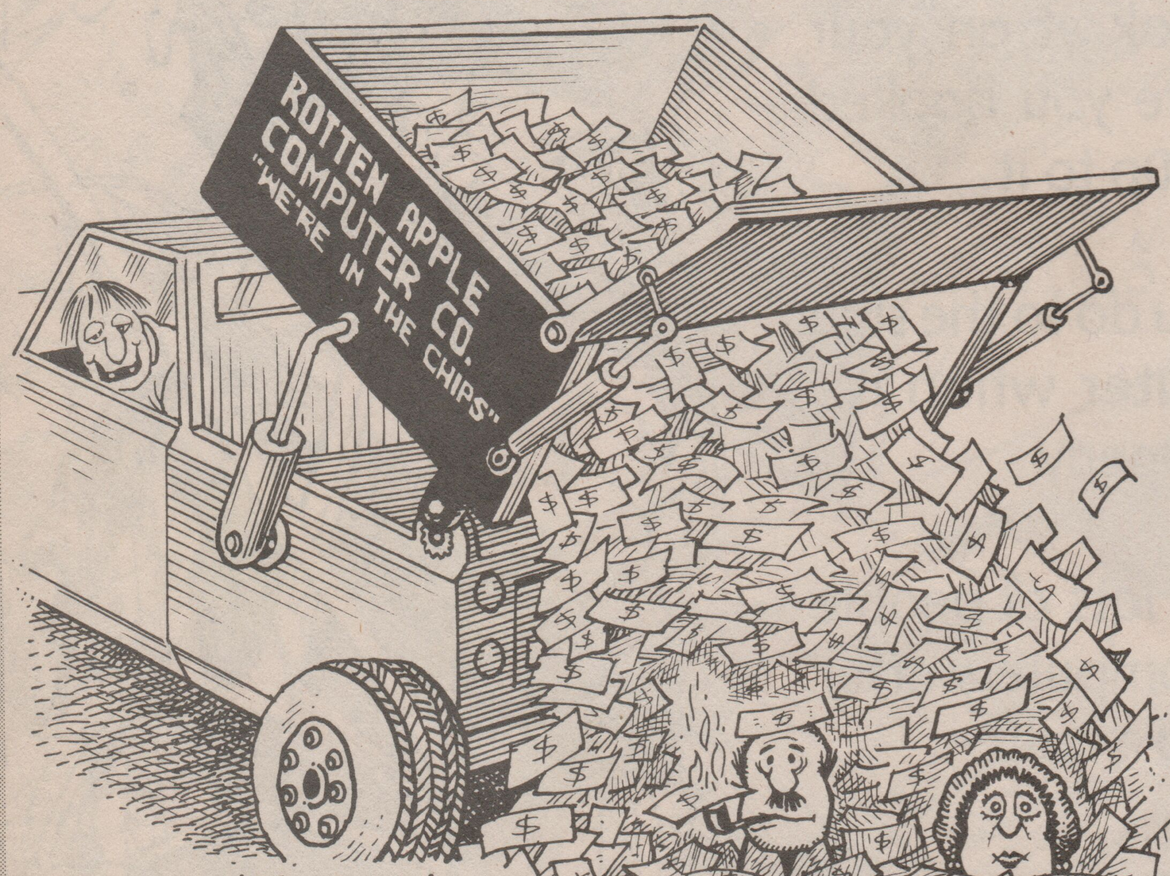
ARTIST: AL JAFFEE WRITER: JOHN BONI

CHAPTER ONE



See the *computer expert!*
He spends *all his time* at his computer.
He doesn't spend *any time* studying.
He can't do *math.*
He can barely *read.*
He thinks Huckleberry Finn is a new *ice cream flavor.*
Yet he gets *straight "A's"* in *all* his *courses.*
How does he do this?
Because of his *expertise* with the *computer?*
Yes—but not the way *you think!*
He doesn't have to learn his *subjects.* He's learned something *more important!* Mainly, how to *change his grades* by tapping into the *school's computer!*

CHAPTER FOUR

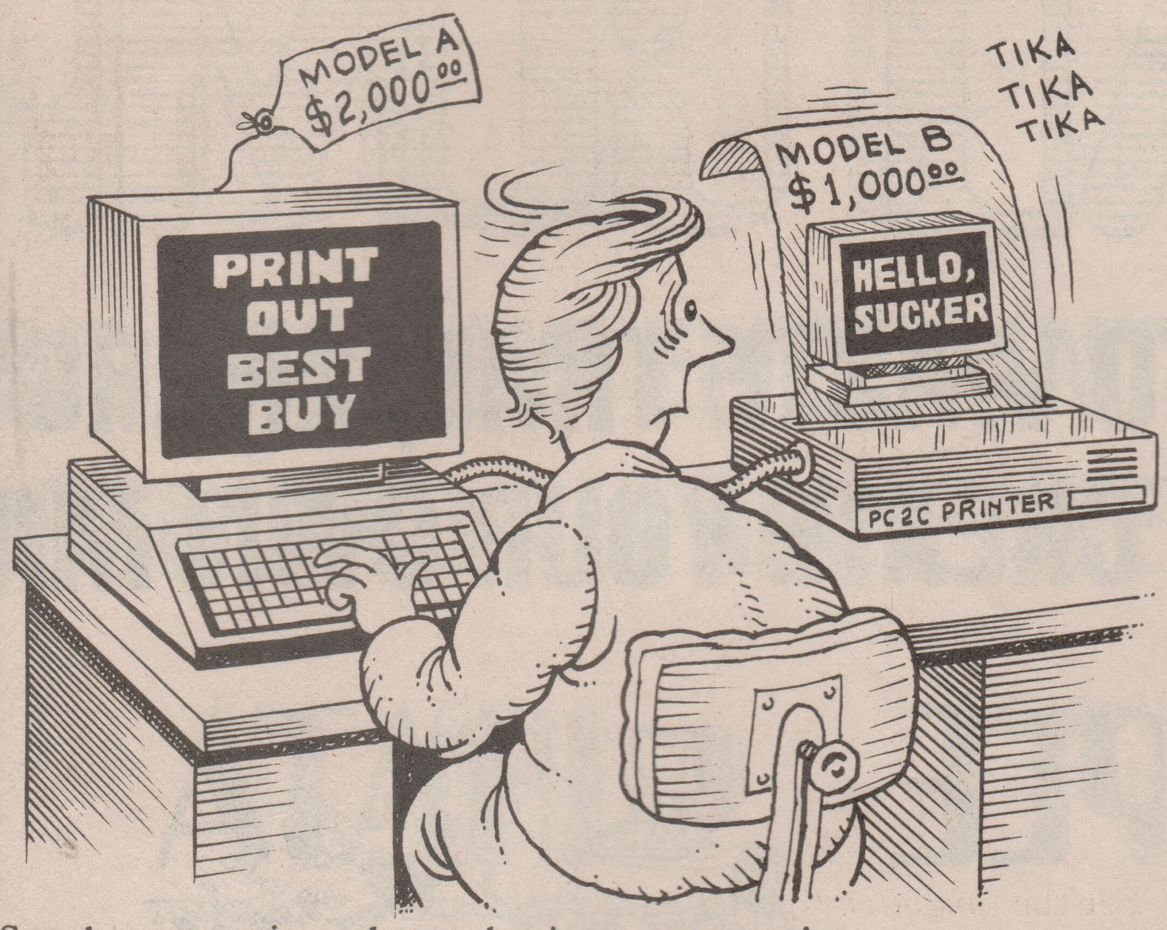


See the *worried parents!*
Their son doesn't have friends.
He never listens to rock music.
All he does is *compute!*
His skin is the color of his room's wallpaper.
His hair has living things in it.
He is a *nerd!*
They are *embarrassed* by their son, the nerd!
Fifteen years later he will *invent* a *fabulous computer.*
But his parents will *still* have problems!
Because their son will still be a *nerd?*
No! Because they'll still have problems *spending all the money* his company makes!

CHAPTER FIVE

See the *novelist* at work on his *word processor!*
See his *faithful dog,* Fang.
The novelist is *struggling* to write a *difficult chapter.*
Fang is *struggling* through the *computer cord.*
The novelist finally completes the *difficult chapter.*
Fang finally bites through the *computer cord.*
The novelist's difficult chapter *disappears forever!*
So does his faithful dog, Fang!

CHAPTER TWO

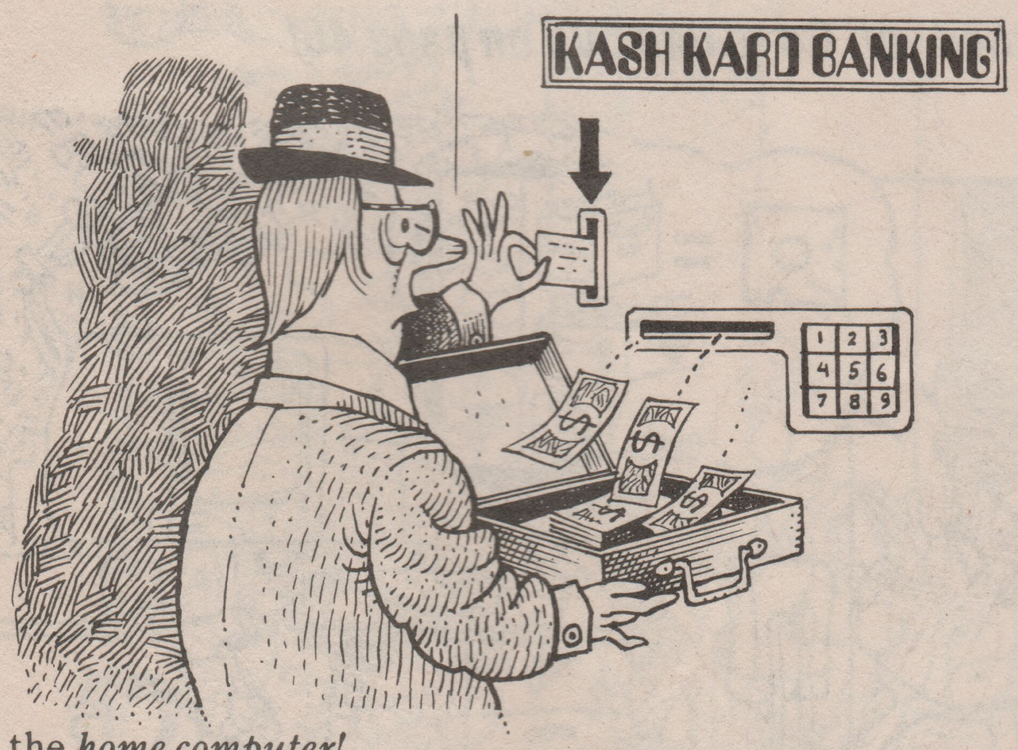


See the *comparison shopper* buying a computer!
He made phone calls.
He talked to friends.
He analyzed the specifications.
He made an intelligent selection.
He only spent two thousand dollars.
The day after he bought his computer, the company came
out with a *new model!*
Twice as powerful!
Half the price!
See the comparison shopper comparison *shopping again.*
This time for a *stomach specialist* to help him with his *ulcer!*

CHAPTER THREE

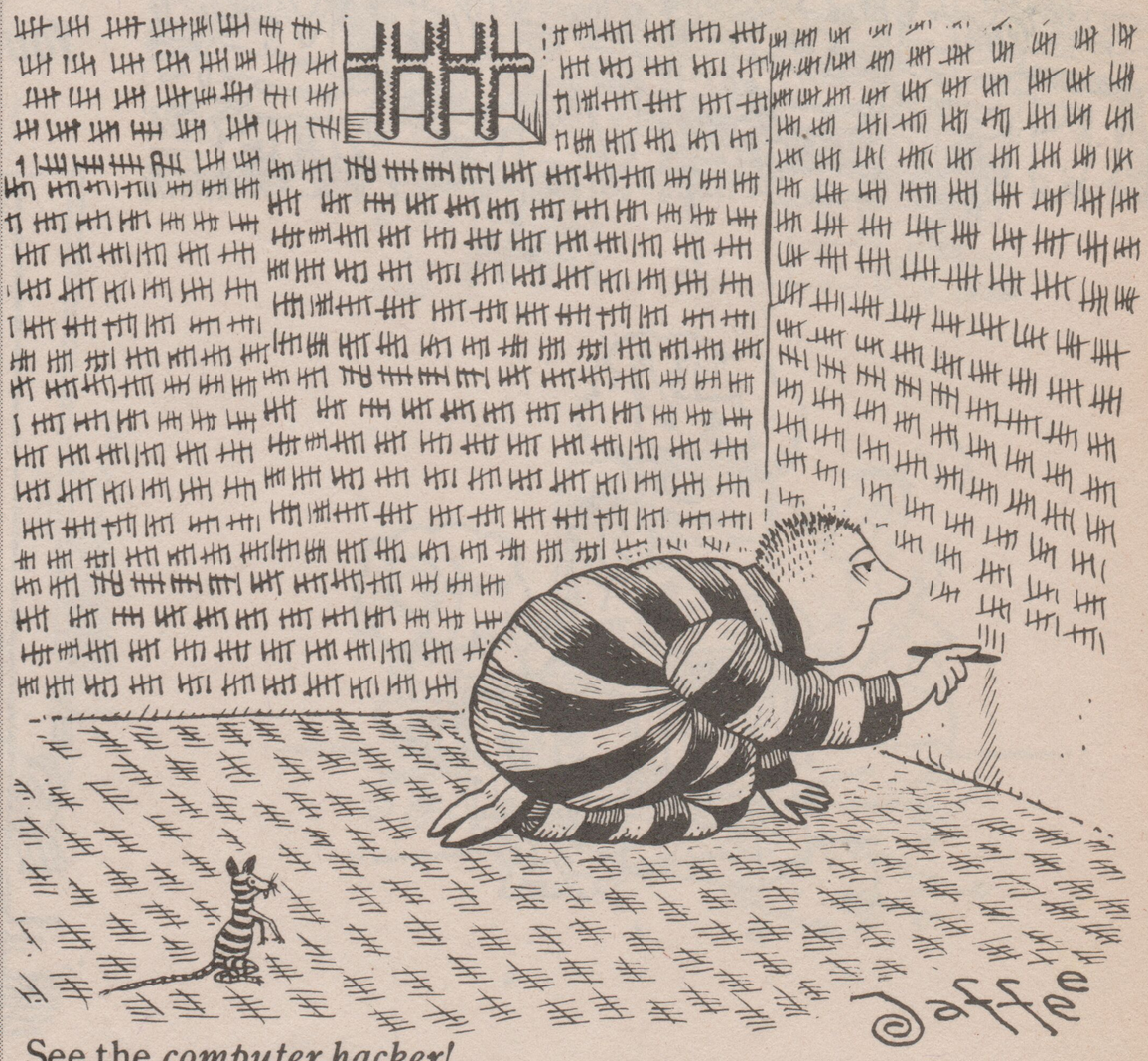
See Norman with his *computer!*
See Norman's wife *without* Norman.
Norman's wife *loves Norman.*
She *doesn't love* his *computer.*
Norman spent *more time* with his *computer* than with his *wife.*
They fought about it a lot.
Then the problem was *solved.*
Norman's wife learned to *love computers* too.
Through a *computer dating service,* she found herself a great
boyfriend!

CHAPTER SIX



See the *home computer!*
It only costs seven hundred dollars.
See the man who has withdrawn seven hundred dollars from his bank
to *buy that computer.*
Then he learned that price doesn't include the printer.
Nor does it include the printer paper.
It doesn't include the ribbons.
Or the connector cable.
Ditto the monitor, the software, the disks,
the dust cover, or the surge suppressor.
It doesn't include two hours instruction.
All that *extra stuff costs extra.*
See the man at the *bank.*
He's quickly becoming a *computer expert!*
With the *home computer* he bought?
No, with the *bank computer* he uses to make all his *withdrawals!*

CHAPTER SEVEN



See the *computer hacker!*
He had *fun* tapping into banks, schools and data bases.
He had *fun* changing things around.
He had *fun* changing some patient's *prescription* in a *hospital computer* and sent the patient into a *coma.*
Now the hacker's having fun in *prison!*
How come?
He's still *computing!* How many days are there in a *ninety year sentence!?*

DATA ALL, FOLKS! DEPT.

THE MAD COMP

ARTIST AND WRITER: SERGIO ARAGONES

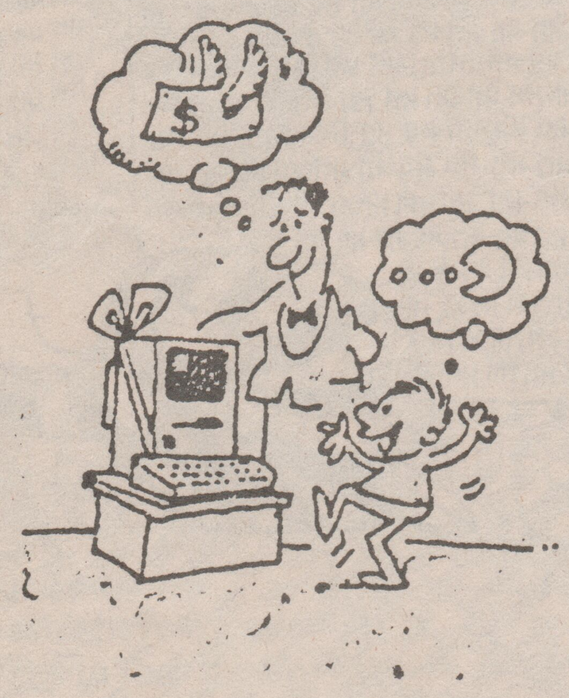
HERE'S A GREAT WAY TO WASTE TIME, ENERGY PROGRAM BELOW AND CREATE YOUR OWN MA

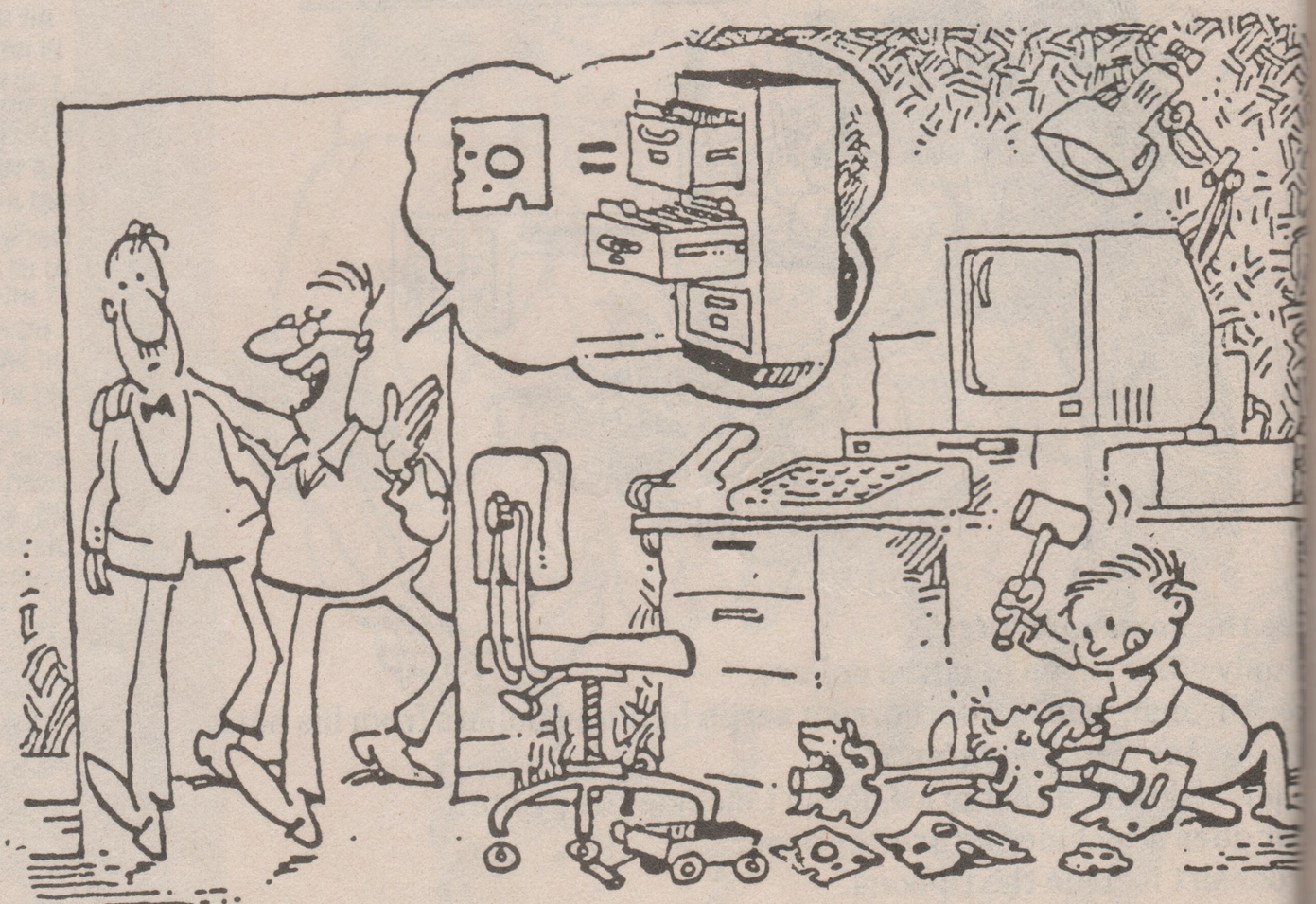
APPLE USERS NOTE: After you finish entering the program, be sure to "save it" before calling for a printout or you're screwed! You can try this program on a MAC—but it won't work!

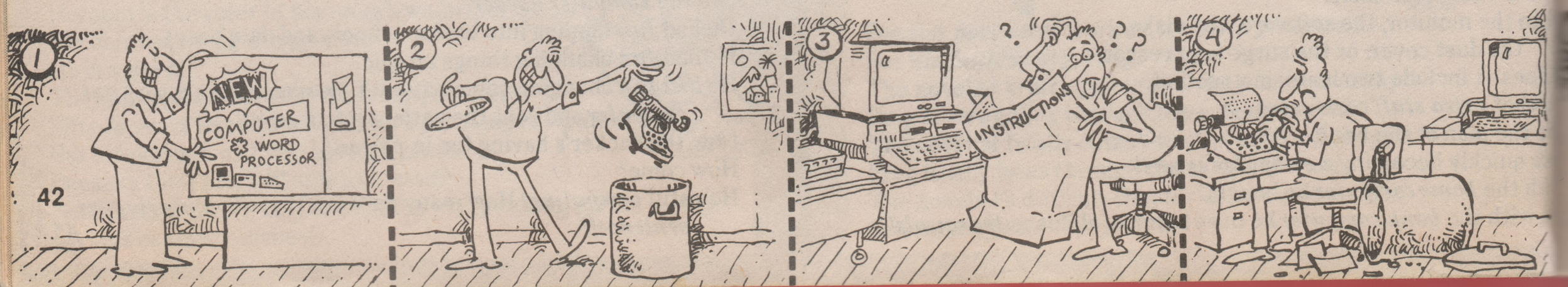
APPLE

```
10 HOME
20 SIZE=1.2:XC=140:YC=90
30 HGR2:HCOLOR=3:HPLOT 0,0:CALL -3082:HCOLOR=0
40 READ X,Y,X1,Y1
50 IF X=999 THEN 100
60 FX=X*SIZE+XC:FY=176-(Y+YC)
70 LX=X1*SIZE+XC:LY=176-(Y1+YC)
80 HPLOT FX,FY TO LX,LY:HPLOT FX+1,FY TO LX+1,LY
90 GOTO 40
100 POKE 50,63
110 FOR BASE=0 TO 3:LOWBASE=1618+BASE*128
120 FOR LOC=LOWBASE TO LOWBASE+36:POKE LOC,32:NEXT LOC
130 NEXT BASE
140 VTAB (23):HTAB (14):PRINT"WHAT, ME WORRY?";
150 FOR BASE=0 TO 3:LOWBASE=1616+BASE*128
160 FOR LOC=LOWBASE TO LOWBASE+40:POKE LOC+1024,PEEK(LOC):NEXT
                                                          LO
170 NEXT BASE
180 POKE 49235,0:CALL -756
190 HOME:TEXT:VTAB (11):HTAB(3):PRINT"COPYRIGHT 1985 E.C.
                                                PUBLICATIONS"
200 CALL -756:HOME:POKE 50,255
210 END
```

You're not finished yet! Go to line 500 on page 46!







UTER PROGRAM

DESIGNED AND PROGRAMMED BY LAURETTA JONES AND TOMA

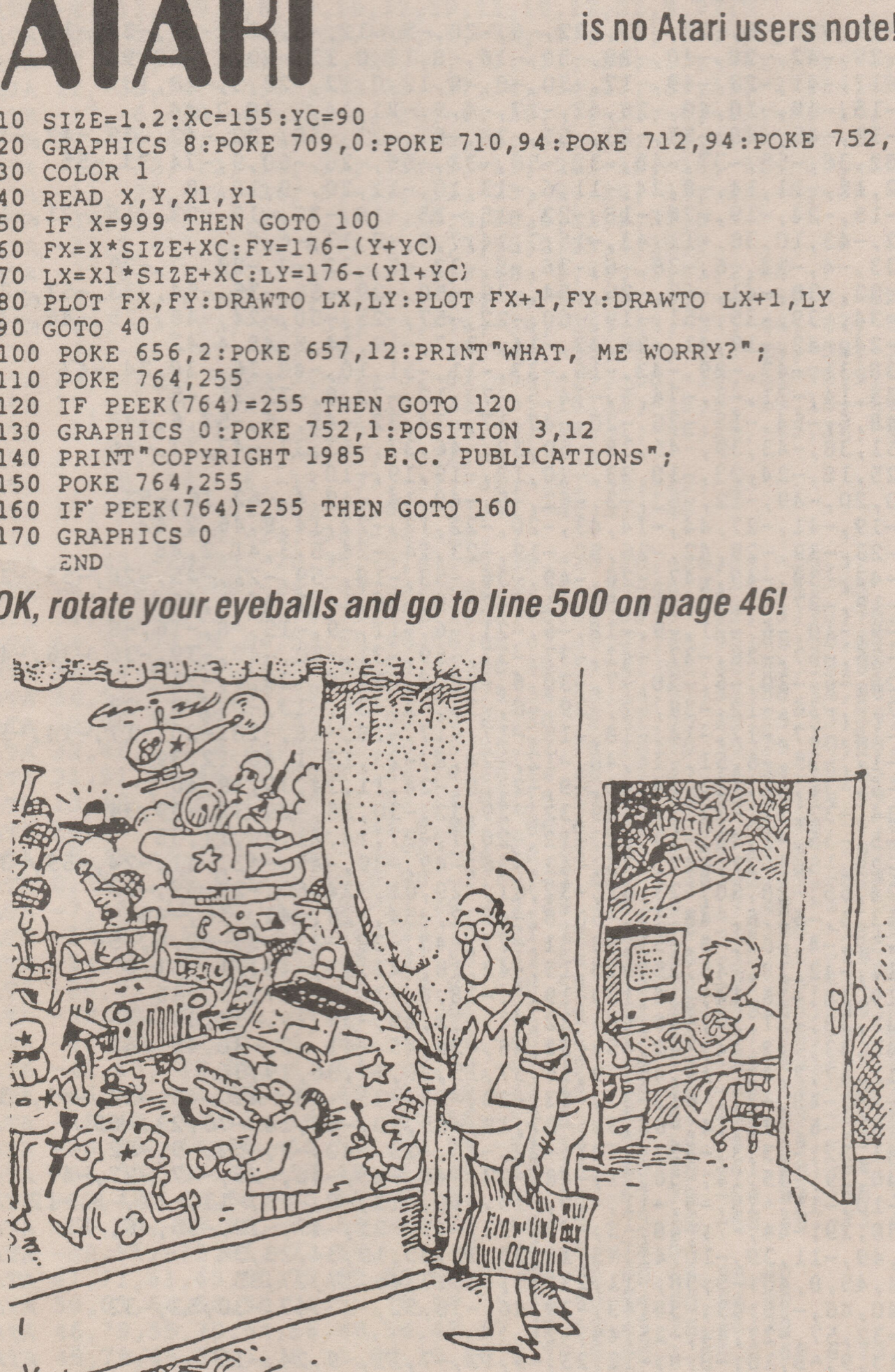
AND MONEY! ENTER INTO YOUR COMPUTER THE LOGO AND ALFRED E. NEUMAN FACE! (YECCH!!!)

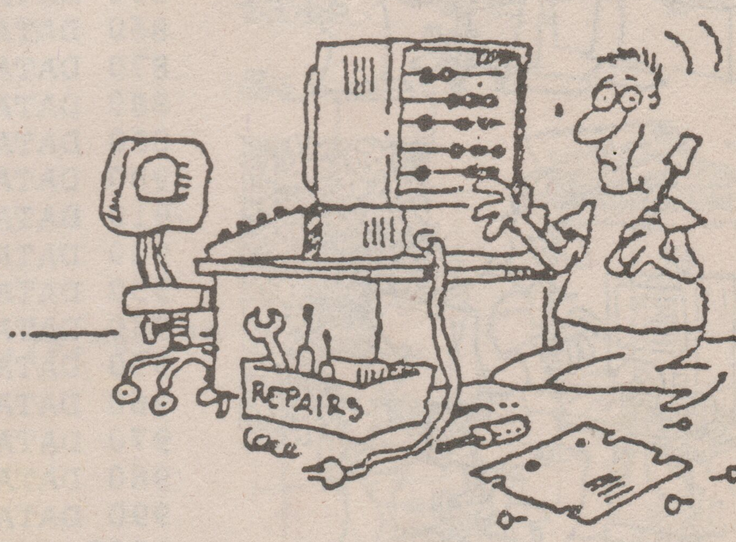
ATARI

ATARI USERS NOTE: There is no Atari users note!

```
10 SIZE=1.2:XC=155:YC=90
20 GRAPHICS 8:POKE 709,0:POKE 710,94:POKE 712,94:POKE 752,1
30 COLOR 1
40 READ X,Y,X1,Y1
50 IF X=999 THEN GOTO 100
60 FX=X*SIZE+XC:FY=176-(Y+YC)
70 LX=X1*SIZE+XC:LY=176-(Y1+YC)
80 PLOT FX,FY:DRAWTO LX,LY:PLOT FX+1,FY:DRAWTO LX+1,LY
90 GOTO 40
100 POKE 656,2:POKE 657,12:PRINT"WHAT, ME WORRY?";
110 POKE 764,255
120 IF PEEK(764)=255 THEN GOTO 120
130 GRAPHICS 0:POKE 752,1:POSITION 3,12
140 PRINT"COPYRIGHT 1985 E.C. PUBLICATIONS";
150 POKE 764,255
160 IF PEEK(764)=255 THEN GOTO 160
170 GRAPHICS 0
    END
```

OK, rotate your eyeballs and go to line 500 on page 46!





IBM USERS NOTE: You have to spring for a "color card" for your unit or this program will not work correctly! Tough nuts!

IBM

```
10 SIZE=1.2:XC=150:YC=110
20 KEY OFF:SCREEN 1:CLS:COLOR 7,0
30 READ X,Y,X1,Y1
40 IF X=999 THEN GOTO 90
50 FX=X*SIZE+XC:FY=199-(Y+YC)
60 LX=X1*SIZE+XC:LY=199-(Y1+YC)
70 LINE (FX,FY)-(LX,LY),2:LINE (FX+1,FY)-(LX+1,LY),2
80 GOTO 30
90 LOCATE 24,13:PRINT"WHAT, ME WORRY?";
100 A$=INKEY$:IF A$="" THEN 100
110 SCREEN 0:WIDTH 80
120 LOCATE 12,23:PRINT"COPYRIGHT 1985 E.C. PUBLICATIONS";
130 A$=INKEY$:IF A$="" THEN 130
140 CLS
150 END
```

You're doing great—for a second-rate hacker! Now go to line 500 and continue entering!


```
500 DATA -27,-11,-23,-6,-28,-13,-22,-6,-20,-5,-12,-5,-27,-14,-26,-13
510 DATA -38,-29,-42,-28,-40,-28,-50,-16,-8,13,0,13,-29,4,-29,9
520 DATA -50,-17,-41,-28,-49,-17,-50,-8,-8,12,0,12,-28,5,-28,13
530 DATA -50,-15,-49,-10,40,-26,42,-17,-4,9,-21,14,5,48,2,44
540 DATA -53,-39,-45,-48,-55,-23,-55,-28,-61,-23,-58,-22,-42,-39,-43,-39
550 DATA 36,-52,36,-55,-37,-48,-32,-56,-32,-56,-26,-60,9,-74,33,-55
560 DATA 6,-12,12,-11,14,-8,24,-11,6,-13,10,-11,20,-9,10,-8
570 DATA -23,-15,-24,-19,-26,-18,-22,-15,-25,-18,-22,-19,-23,-18,-21,-16
580 DATA -49,2,-43,10,38,-11,43,-15,7,14,7,9,-9,13,-6,8
590 DATA -5,-33,-4,-33,-6,-36,-6,-36,-5,-32,-5,-32,-7,-29,-7,-29
600 DATA -39,-32,-38,-41,-62,-25,-54,-39,-50,-29,-50,-35,-54,-33,-57,-24
610 DATA -38,-34,-39,-39,-51,-19,-60,-22,-57,-25,-50,-24,-48,-25,-46,-38
620 DATA -42,-24,-42,-19,41,-26,43,-14,-3,7,-19,14,8,48,4,42
630 DATA 27,-38,31,-47,-29,-42,-16,-37,-11,-51,10,-48,26,-38,24,-47
640 DATA -4,-73,14,-71,-3,-74,5,-74,5,-73,12,-72,8,-72,35,-57
650 DATA -2,-48,5,-54,-15,-36,-20,-42,17,-34,32,-45,-6,-53,6,-48
660 DATA 40,-51,38,-43,39,-45,38,-50,38,-46,37,-53,37,-47,37,-46
670 DATA 15,-25,18,-24,23,-18,23,-20,12,-19,19,-18
680 DATA 8,-50,20,-49,-12,-53,-3,-62,-5,-49,14,-49,4,-62,16,-53
690 DATA -41,-19,-41,-27,44,-14,43,-20,-22,13,-22,14,8,46,2,42
700 DATA -40,-23,-39,-28,42,-26,50,-19,-23,14,-24,5,3,41,2,48
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730 DATA -22,-9,-19,-6,-21,-9,-18,-6,-21,-6,-11,-9,-19,-8,-16,-8
740 DATA -57,-26,-57,-28,-37,-41,-37,-37,-59,-31,-50,-40,-39,-36,-36,-40
750 DATA -5,-28,-6,-30,-6,-28,-7,-30,6,-28,5,-30,6,-29,6,-31
760 DATA 6,-37,9,-36,-12,-38,-2,-39,-6,-33,-2,-35,-13,-35,-8,-39
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780 DATA -39,-17,-35,-6,51,-14,48,-12,-24,8,-23,13,1,40,12,39
790 DATA -36,-6,-36,-1,41,-14,40,-9,-23,8,-24,11,14,39,19,40
800 DATA -26,34,-32,37,-32,37,-29,32,-29,32,-30,36,-29,32,-39,34
810 DATA -35,-5,-35,-1,40,-13,41,-12,-26,7,-27,14,21,39,11,38
820 DATA -61,-29,-56,-37,-47,-35,-42,-36,-49,-39,-45,-42,-61,-24,-59,-35
830 DATA 60,-24,55,-20,60,-23,61,-32,61,-29,61,-24,60,-29,59,-33
840 DATA 17,-53,5,-62,6,-48,17,-50,8,-48,2,-54,-28,-41,-18,-48
850 DATA -14,-52,-4,-62,-5,-51,9,-51,-27,-43,-28,-47,-5,-62,8,-59
860 DATA -46,14,-42,18,-45,25,-45,15,-42,18,-42,11,-43,11,-51,0
870 DATA 15,-19,18,-16,14,-16,18,-19,7,-18,8,-16,8,-17,11,-16
880 DATA 39,-42,38,-37,39,-40,40,-32,41,-33,40,-39,39,-34,39,-36
890 DATA 42,-40,43,-42,44,-42,45,-32,46,-36,45,-41,42,-38,43,-41
900 DATA 48,-11,47,7,41,-14,40,-9,15,37,15,36,17,36,19,36
910 DATA -49,-28,-48,-37,-61,-32,-62,-27,-55,-35,-43,-49,-46,-34,-42,-35
920 DATA -14,-65,-6,-71,14,-68,32,-57,18,-65,20,-63,14,-70,23,-65
930 DATA 31,-41,32,-43,3,-42,4,-43,-22,-43,-23,-42,-9,-52,-9,-52
940 DATA 30,-40,29,-45,14,-50,21,-48,-27,-46,-25,-46,-26,-47,-27,-47
950 DATA -10,-10,-11,-15,-9,-11,-10,-15,-10,-13,-8,-13,-11,-11,-8,-12
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970 DATA 48,6,49,-11,39,-10,41,-5,18,35,22,35,19,34,23,34
980 DATA 51,-3,45,8,40,-5,38,-11,23,35,43,17,45,17,27,33
990 DATA 46,-40,46,-36,43,-38,43,-39,46,-30,52,-33,47,-30,52,-32
1000 DATA 57,-32,57,-27,44,-25,49,-21
1010 DATA 7,-13,9,-8,10,-8,8,-12,23,-9,12,-7,11,-9,24,-10
1020 DATA 57,-25,53,-24,52,-25,56,-24,56,-32,55,-26,56,-27,56,-29,52,-24,57,-
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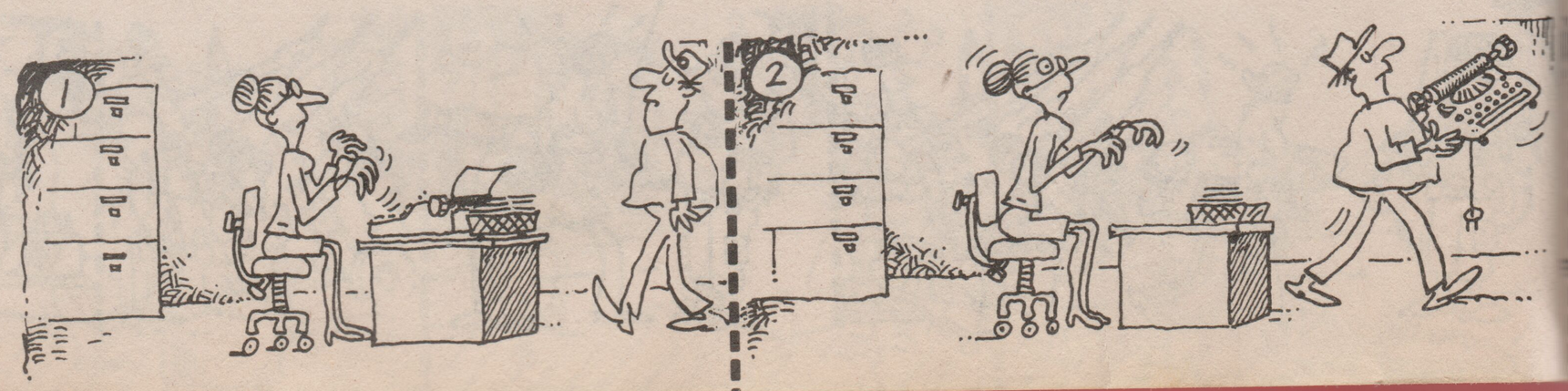

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1040 DATA 18,-20,21,-17,12,-16,16,-19,8,-20,10,-19,13,-23,19,-23
1050 DATA -22,-22,-13,-21,-16,-22,-21,-23,-21,-21,-19,-23,-20,-21,-18,-21
1060 DATA 47,4,49,-3,41,-4,37,2,46,16,41,16,41,16,47,9
1070 DATA 37,4,41,-2,-49,-9,-48,-4,43,11,45,9,-2,11,1,11
1080 DATA -47,-4,-48,-9,-48,-3,-49,-1,2,11,8,8,4,11,9,9
1090 DATA 46,-32,48,-28,49,-38,49,-35,50,-37,51,-25,51,-37,52,-30
1100 DATA -56,-23,-57,-29,-60,-24,-60,-33,-54,-23,-46,-29,-46,-40,-44,-42
1110 DATA -44,-34,-45,-38,-44,-37,-42,-37,-44,-38,-42,-38,-48,-46,-42,-49
1120 DATA 21,-16,10,-18,22,-17,19,-25,20,-24,22,-19,10,-23,18,-25
1130 DATA -41,33,-35,34,-41,32,-38,32,-38,31,-42,31,-42,32,-45,30
1140 DATA -3,-36,-12,-37,7,-35,7,-35,-3,-37,-8,-36,-8,-38,-4,-38
1150 DATA 8,-18,9,-16
1160 DATA -35,-45,-29,-58,-36,-46,-35,-53,-38,-48,-26,-57,-35,-48,-30,-58
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1180 DATA -49,-3,-46,5,10,9,4,15,3,15,6,10,6,11,6,14
1190 DATA 47,-22,52,-21,48,-21,56,-20,55,-21,48,-21,56,-20,59,-22
1200 DATA 24,-64,32,-60,30,-59,34,-57,33,-59,35,-52,35,-56,36,-49
1210 DATA 61,-32,42,-51,43,-51,51,-41,50,-41,45,-46,58,-37,54,-41
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1260 DATA -51,1,-43,12,7,14,15,13,13,11,17,8,20,10,27,4
1270 DATA -42,11,-49,2,8,13,19,12,19,11,10,12,22,9,27,5
1280 DATA -24,-56,-22,-59,-23,-58,-4,-74,-23,-56,-15,-67,-21,-57,-8,-72
1290 DATA -7,-73,-12,-69,-12,-68,-4,-71,-21,-58,-13,-68,-10,-71,8,-74
1300 DATA 12,-32,14,-35,13,-32,12,-37,14,-34,13,-37,11,-37,14,-36
1310 DATA -17,-6,-10,-8,-13,-9,-10,-6,-10,-7,-11,-6,-12,-6,-15,-6
1320 DATA 17,-35,21,-39,7,-62,14,-56,14,-51,-17,-48,4,-43,4,-47
1330 DATA -11,-12,-12,-14,-12,-13,-9,-15,-20,-16,-15,-16,-17,-16,-15,-16
1340 DATA -11,-22,-12,-24,-9,-22,-12,-23,-9,-20,-11,-24,-8,-20,-9,-23
1350 DATA -34,-2,-33,6,25,7,29,7,30,8,30,6,31,8,35,9
1360 DATA -33,3,-33,-1,33,8,36,8,36,7,36,2,35,4,35,7
1370 DATA -32,6,-31,11,-30,11,-29,4,3,48,-3,41,-5,41,2,48
1380 DATA -5,-59,-6,-62,12,-52,21,-47,-2,-54,-2,-53,-4,-60,3,-62
1390 DATA -44,-47,-41,-49,-54,-24,-56,-30,-36,-43,-37,-48,-47,-37,-49,-32
1400 DATA -40,-48,-45,-46,-38,-47,-35,-44,-58,-36,-51,-40,-58,-35,-48,-45
1410 DATA 24,-42,32,-42,-3,-61,-3,-61,-54,-19,-50,-18,-5,-72,9,-72
1420 DATA 10,-22,10,-22,19,-22,19,-22,13,-16,13,-16,9,-19,10,-20
1430 DATA -25,-42,-21,-41,2,-53,4,-54,29,-40,31,-46,26,-43,22,-48
1440 DATA 6,-10,18,-6,14,-6,21,-7,22,-8,6,-11
1450 DATA 1,-38,-14,-36,-13,-37,-11,-32,-14,-35,-12,-33
1460 DATA 55,-37,41,-51,46,-48,61,-33,41,-49,37,-48
1470 DATA -10,-21,-10,-24,-28,-14,-22,-7
1480 DATA -3,43,-26,35,-26,35,-5,41,-9,39,-20,36,-26,34,-26,37
1490 DATA -6,-58,1,-60,-24,-43,-21,-42,3,-45,3,-46,4,-52,4,-53
1500 DATA 72,73,72,63,71,74,70,78,71,62,70,58,69,57,65,53,70,78,65,83
1510 DATA 64,83,58,86,64,53,55,48,56,49,43,49,47,48,55,48,58,86,46,86
1520 DATA 42,84,46,85,44,50,39,52,42,50,39,51,41,85,40,85,39,86,33,86
1530 DATA 38,51,33,48,35,79,35,58,34,79,34,58,34,57,32,56,34,80,32,79
1540 DATA 32,85,30,83,31,83,31,80,30,82,30,79,31,55,29,55,33,49,23,49
1550 DATA 32,48,25,48,24,50,22,50,28,55,17,78,18,79,20,79,20,80,20,84
1560 DATA 21,51,18,48,19,50,17,48,16,48,14,48,17,49,14,49,19,85,11,86
1570 DATA 13,48,12,53,12,48,11,53,11,54,15,57,15,58,14,59,14,59,-1,59
1580 DATA 14,58,-2,58,10,85,7,83,6,84,1,86,0,86,-5,85,-6,84,-6,80,-7,83,-7,79
1590 DATA -5,79,-3,79,-2,78,-13,56,-14,56,-3,78,-2,59,-4,57,-4,56,-1,54
1600 DATA 0,55,1,55,1,54,1,50,0,50,-1,48,-2,48,-7,48,-2,49,-6,49,-6,48,-9,51
1610 DATA -7,48,-10,50,-11,49,-17,49,-12,48,-16,48,-17,48,-21,51,-18,48,-22,50
1620 DATA -15,55,-16,55,-17,56,-22,78,-21,79,-19,79,-19,80,-19,84,-23,49,-30,49
1630 DATA -24,48,-30,48,-31,48,-31,55,-32,54,-32,49,-30,55,-28,55
1640 DATA -20,85,-25,86,-26,85,-29,83,-28,55,-32,70,-28,55,-31,71
1650 DATA -28,83,-33,86,-34,86,-37,86,-32,70,-41,49,-38,85,-40,84
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1670 DATA -42,65,-38,78,-43,64,-48,78,-47,79,-45,79,-45,80,-45,84
1680 DATA -46,85,-51,86,-42,49,-47,49,-42,48,-48,48,-48,48,-56,70
1690 DATA -48,49,-56,71,-56,71,-60,56,-52,85,-54,84,-55,83,-59,85
1700 DATA -60,86,-64,86,-59,55,-58,54,-57,54,-55,55,-55,54,-55,50
1710 DATA -56,50,-57,48,-57,49,-61,49,-58,48,-60,48,-61,48,-64,51
1720 DATA -62,48,-65,50,-65,85,-67,84,-67,83,-67,79,-68,83,-68,79,-66,79,-64,79
1730 DATA -63,78,-68,56,-69,55,-64,78,-66,49,-72,49,-68,48,-73,48
1740 DATA -69,55,-73,55,-73,55,-73,48,-74,49,-74,54
1750 DATA 61,71,61,65,60,73,60,63,59,73,59,72,60,65,58,60
1760 DATA 59,61,54,56,59,74,55,78,59,75,54,80,54,80,48,80
1770 DATA 46,79,55,79,54,56,48,56,47,57,46,57,47,78,46,78
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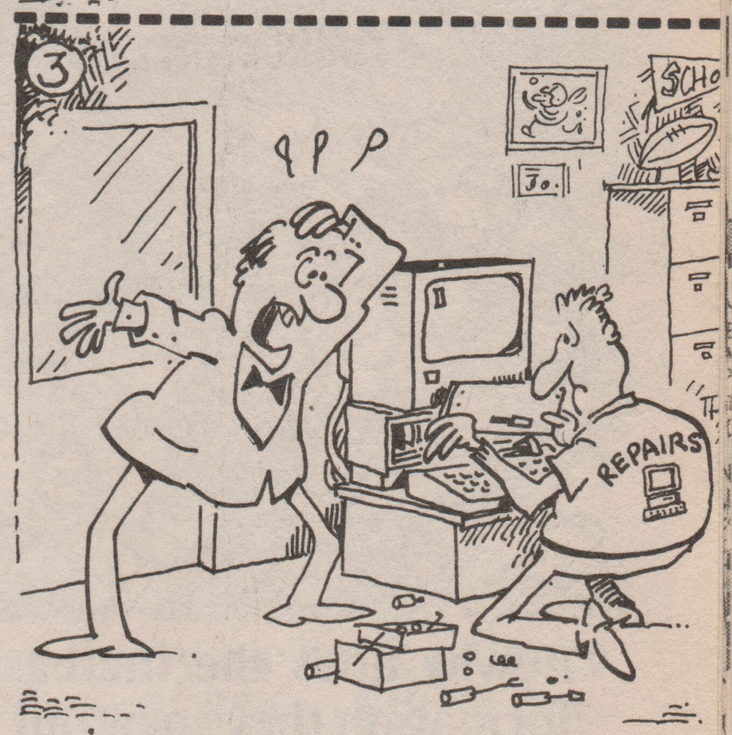
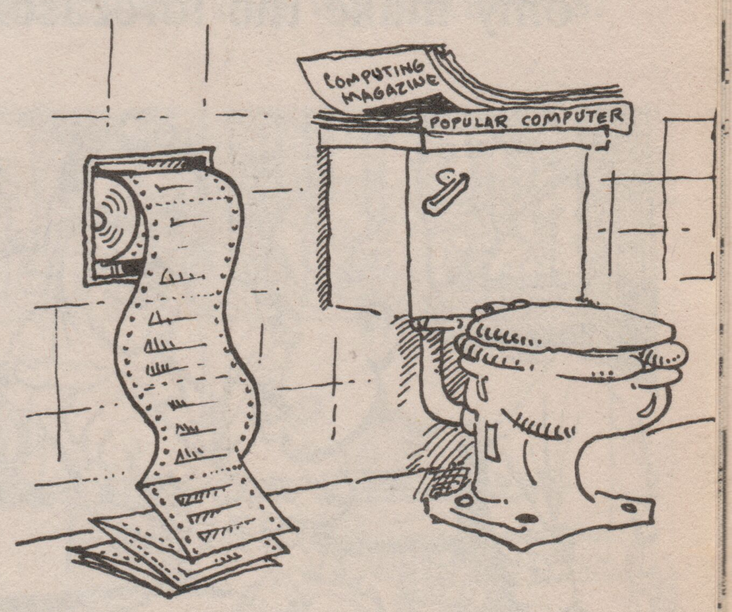
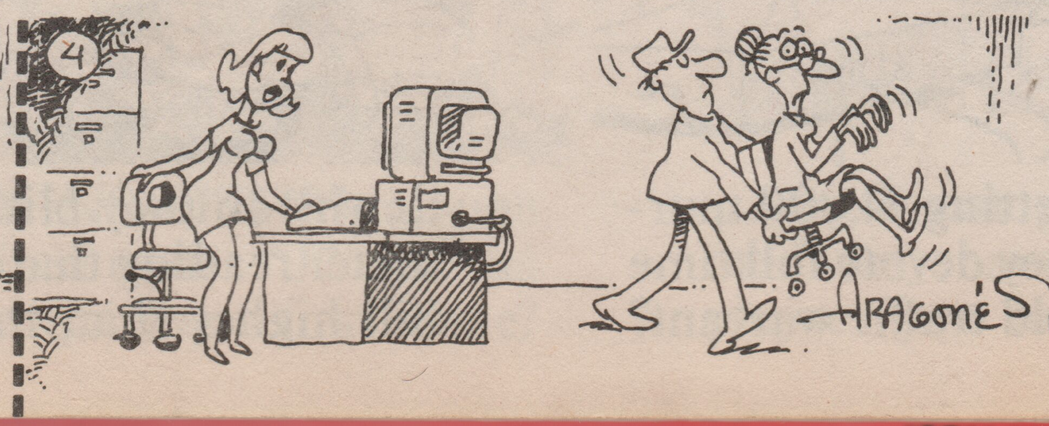






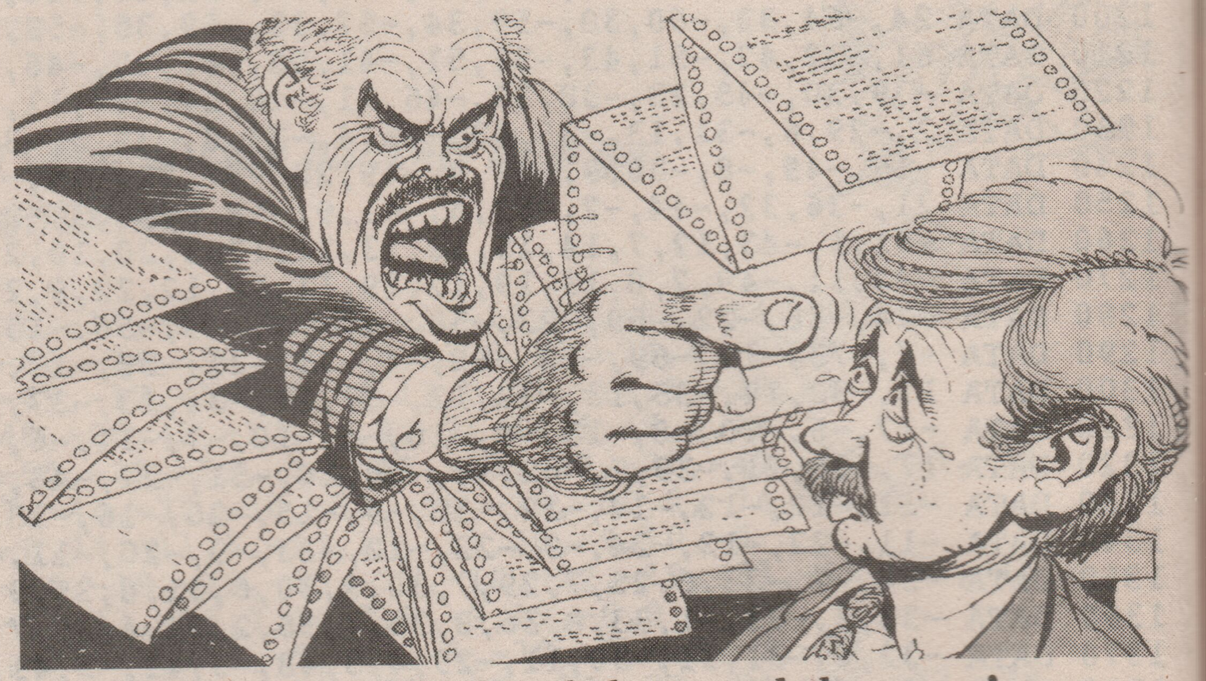
SEND A PRINTOUT TO:
MAD
Hackers Department
485 MADison Avenue
New York, NY 10022

TERMINAL ILLNESS DEPT.

We're told that the most miraculous thing about computers is their ability to store and feed back millions of bits of information. But in MAD's opinion, that's not the most miraculous thing about computers. The real miracle is that not one of the millions of facts they have stored away is the correct spelling

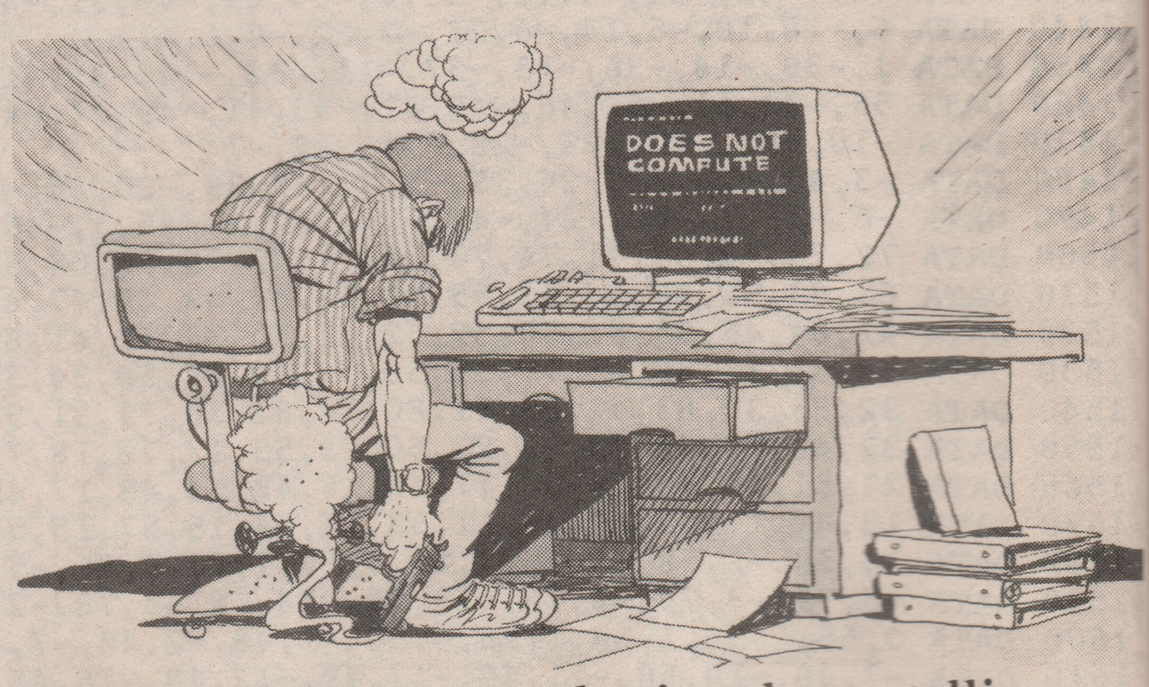
IF COMPUTERS AR

...why do they assume you want to receive 800 identical copies of the same mail order catalogue?



...why do they spread the word that you're responsible for all of the 1983 and 1984 parking tickets issued to a car that you sold in 1981?

...why does the increasing amount of information they spew out to TV weathermen only make the forecasts more inaccurate?



...how come they're always telling you that you're making an error, but they can never tell you what it is?

...what is their logic in letting 14,000 murders go unsolved while they devote full time to nailing you on some old traffic warrant?

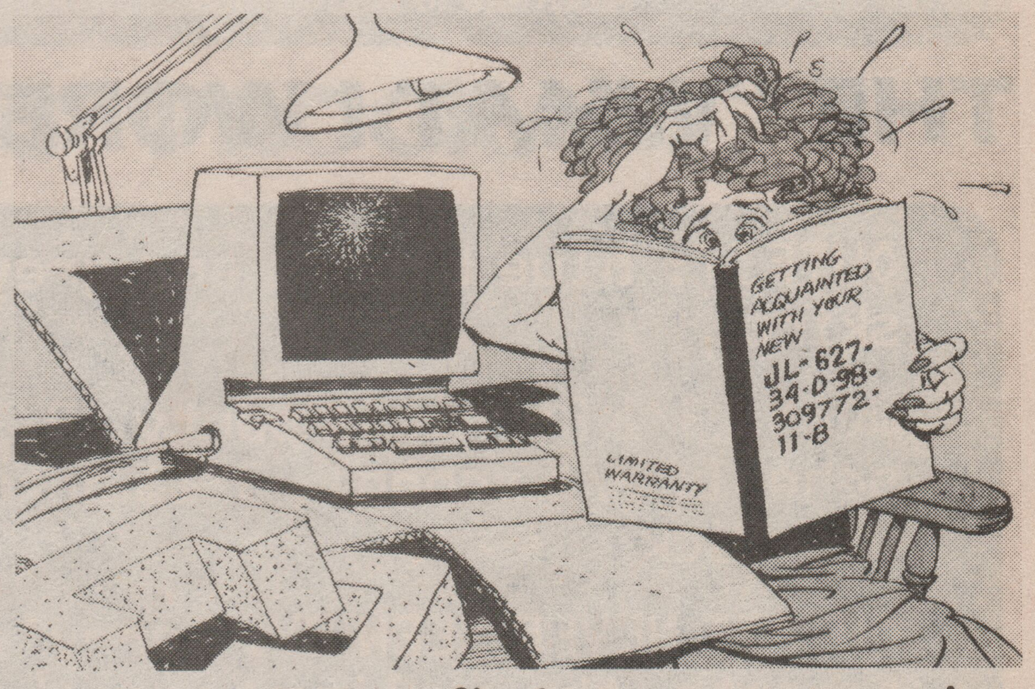
...why do they blithely pass along a ridiculous meter reading that makes your monthly electric bill higher than the one for Yankee Stadium?

of our name, or our accurate address, or a single smidgeon of data about us that is completely right! As each of us wastes hours and hours trying to correct the garble spewed out by some crazed silicon chip, we are bound to wonder how that much stupidity can be produced with such unfailing regularity...

RE SO BRILLIANT...

ARTIST: GEORGE WOODBRIDGE WRITER: TOM KOCH

...why can't they report your correct wages to the I.R.S., especially when it's a known fact that the I.R.S. will always believe a computer and assume the taxpayer is lying?

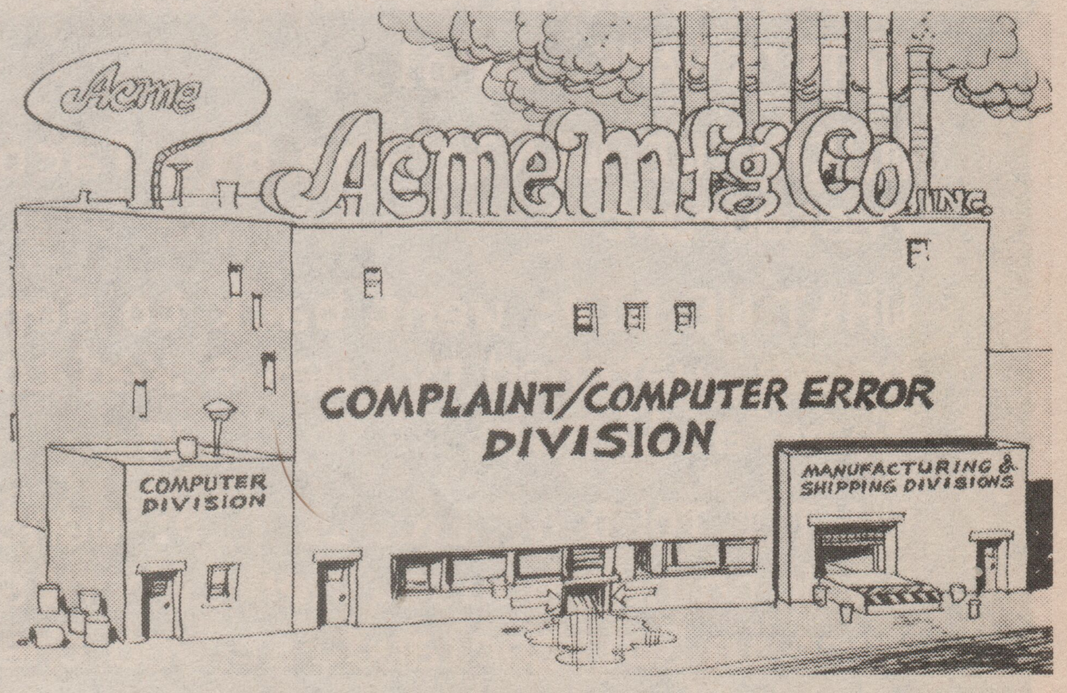


...why can't they find someone to write a computer instruction manual who knows how to put together a simple sentence?

...why do they invariably select the phone numbers of the elderly, the unmarried and the childless to receive their annoying calls about diaper service?

...how do they figure that your bank balance could have dropped from $1,854 to $18.54 during a month you didn't make any withdrawals?

...why do they insist that "JOHNSMITH" is all one word, and must be alphabetized under "J" until its poor owner gets around to acquiring a first name?



...why do companies that install them immediately have to hire lots of extra employees just to correct computer errors?

DICK DePT.

There are thousands of programs on the market that are supposed to be a boon to the home computer user. But come on! How many times do you need a merge mail program? Or a 48 column worksheet? If companies really want everyone to buy a home computer, then how about some...

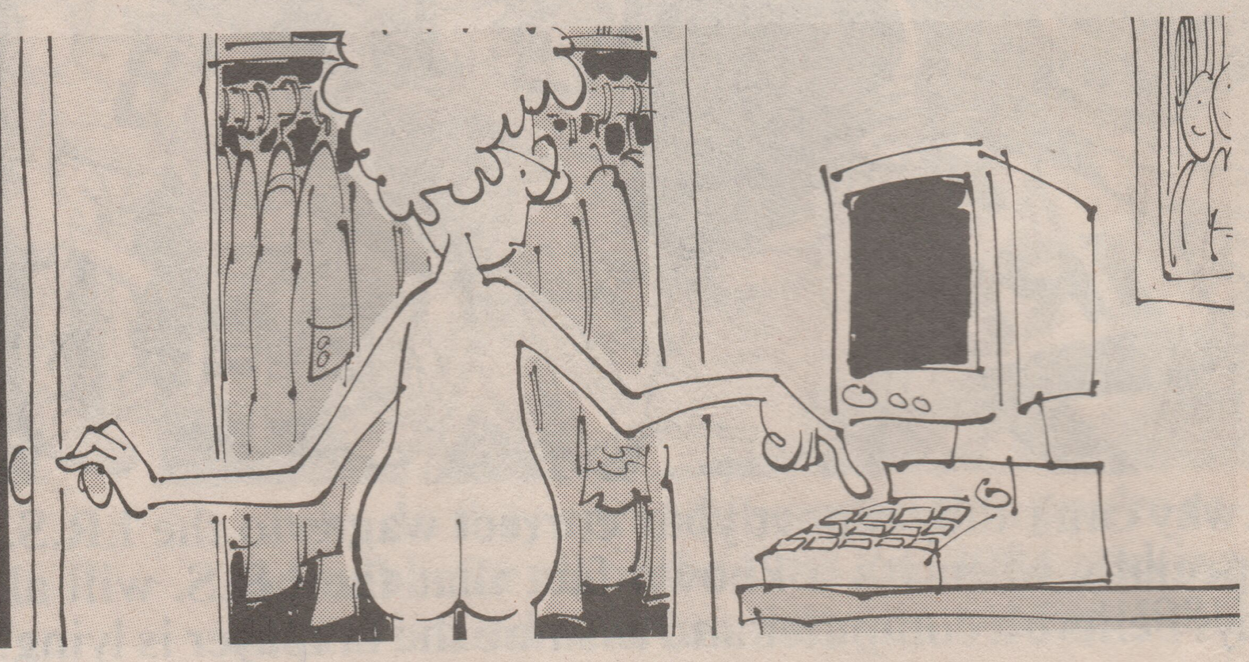
PRACTICAL FOR NORM

THE "WHAT I WORE" PROGRAM

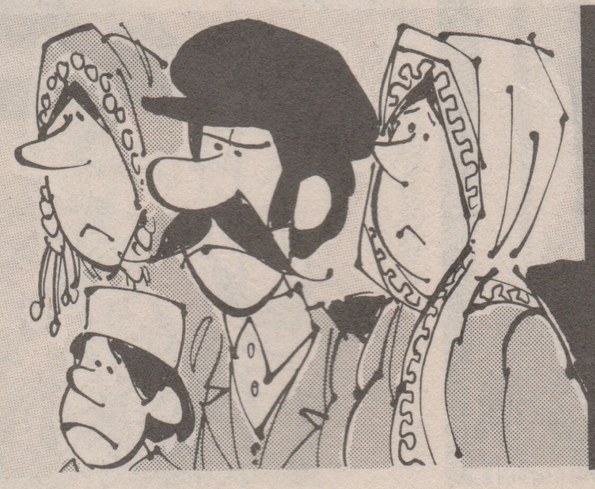
OUTFIT: blue blouse and grey skirt

WORN: 3/1 Bernie's party, 3/3 school, 3/8 school, 3/11 date with Nick

OUTFIT NEVER SEEN BY: Terry's parents, the bowling team, the Nickersons



THE "NEVER REPEAT A JOKE" PROGRAM



JOKE: the one about the elephant and the ant

TOLD: the family, Bruce, Benny, Geri, no one at camp

CAN NEVER TELL: anyone of Armenian heritage

THE "DATE TRACKING" PROGRAM

DATE'S NAME: Carol

WHERE WE WENT: The Big Taco restaurant

WHAT WE DID: went back to her house, watched tv, was asked to leave at 11 pm by her old man

WHAT I TOLD OTHERS WE DID: went back to her house, her parents were in Switzerland, stayed the night.

COMPUTER PROGRAMS
IAL EVERYDAY USE

ARTIST: PAUL COKER WRITER: DICK DE BARTOLO

THE "USELESS GIFT TRACKING" PROGRAM

GIFT: handmade scarf with cucumbers embroidered on it

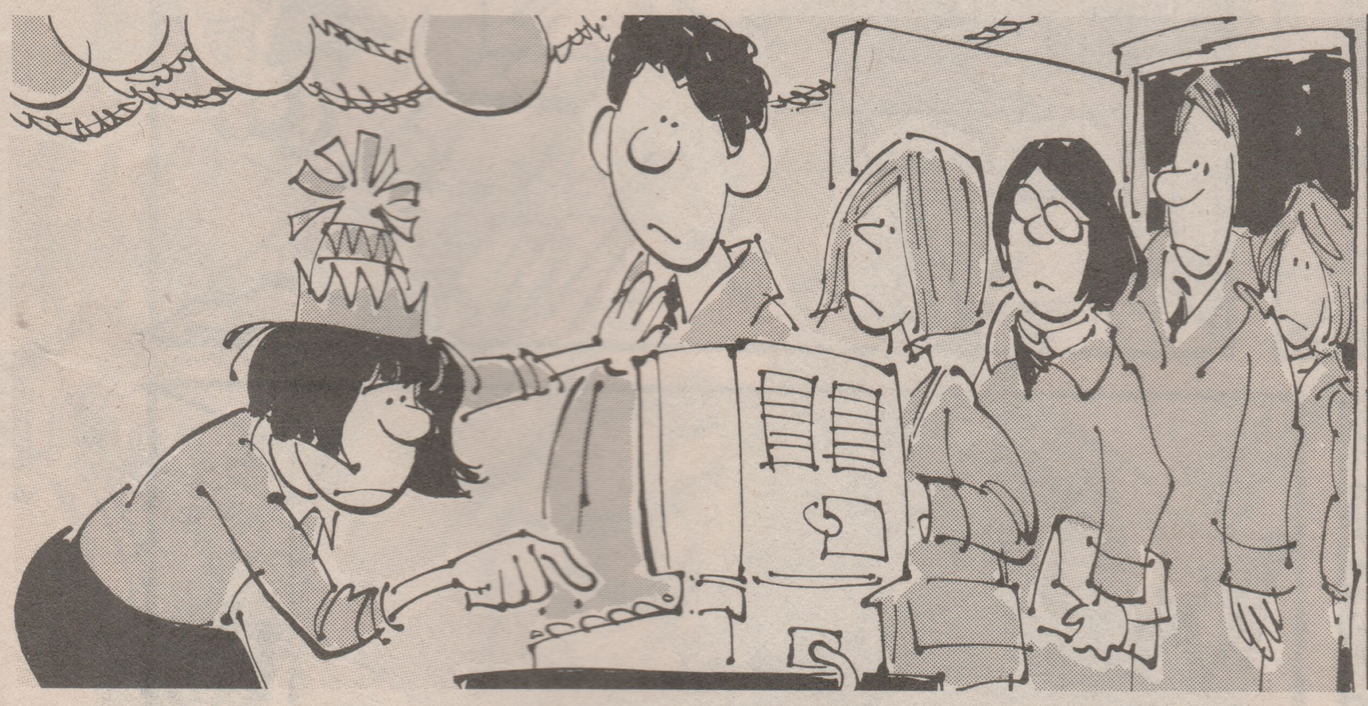
FROM/WHEN: grandma/Xmas '82

WHERE IT'S HIDDEN: trunk in attic

CAN BE RE-GIVEN TO: anyone at the office

CAN'T BE RE-GIVEN TO: any family members or the mailman

THE "GOOD PARTY" PROGRAM



FOOD NO ONE TOUCHED: the liver dip

FOOD THEY DEVOURED: Marilyn's crumb cake

NO MORE THAN TWO DRINKS FOR: Dennis, Sylvia

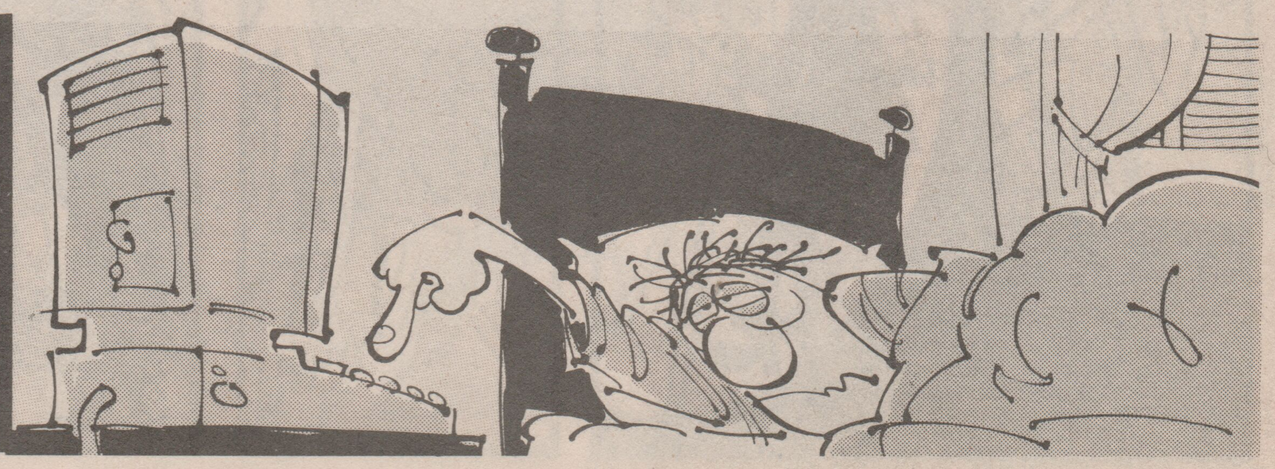
PEOPLE NOT TO SIT NEXT TO EACH OTHER: Lenny/Claire Bernie/Kate, David and anyone.

THE "EXCUSE" PROGRAM

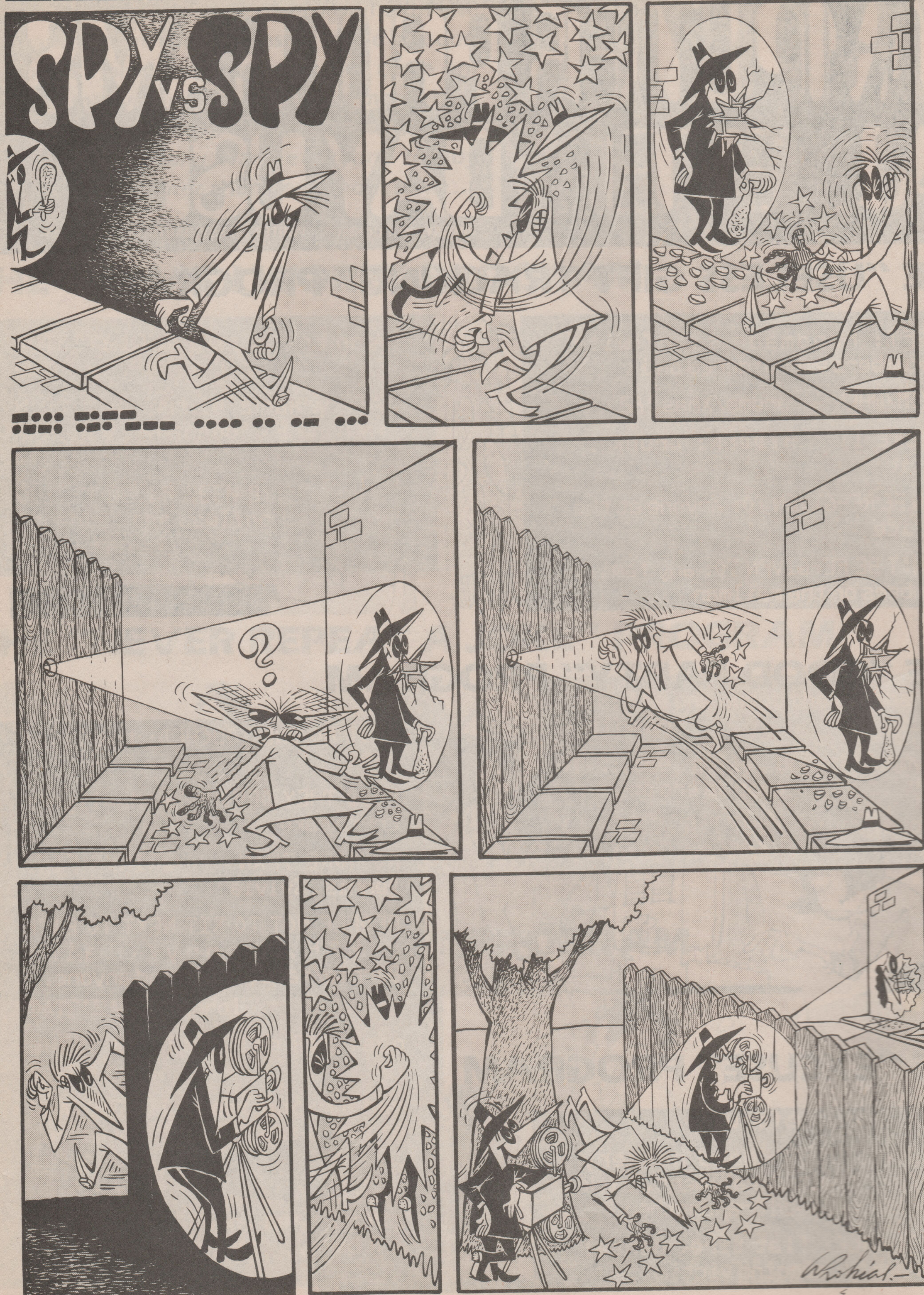
OCCASION: late for work

EXCUSES USED: dead battery (twice) train derailment, sick Aunt Betsy, dead grandmother

AVAILABLE: flat tire, dental emergency, mugging victim



JOKE AND DAGGER DEPT. PART II



IN THE CHIPS DEPT.

I'm **Rivaldo Jivera,** investigative reporter for ABC's **"20/20"** ... here in the living room of **Mrs. Florence Zimmer,** about to show her my **interview** with ...

THE COMPUTER COMPANY PRESIDENT OF THE YEAR

Rivaldo! What are **you** doing here in **my HOUSE?!?** Don't you show your interviews on your **"20/20" TV show?!?**

I **used to!** But **so few people** watch my **stuff,** I decided it's **better** to go to their **homes** and show it to them **in person!**

Okay ... let it **roll** ...

Good evening! This is **Rivaldo Jivera! I'm here at Commode Computers,** talking with its **President Dr. Frank Byte!** Dr. Byte, for those of us who are **not familiar** with computers, would you give us a little **Primer?**

Surely! Simply stated, a **computer** performs **logic operations!** But it does **not** work with **logical analogies!** It works with **numbers** ... reducing their **values** to **1** or **0** ... thereby **translating them** into **relational expressions!**

Uh ... I'm afraid **I didn't quite understand** all of that, Dr. Byte!

Good! Then I've demonstrated the most **basic rule** of **Computerese ... "Never** make it sound **simple!"**

Let me give you some **further examples:** In Computerese, **editing sentences** is known as **"Word Processing" ... filing facts** becomes **"Data Base Management"** ... and the **crock of bull** I've been handing you is called **"Enhanced Information Output"!**

COMMODE COD.OODMPUTERS .....

VIDEO

ARTIST: HARRY NORTH WRITER: DICK DE BARTOLO

I guess the most **important question** one can ask about computers is, "Should I **own** one?"

That's a **valid** and **complicated** question! So we developed a **new Computer Program** to **answer** that question! All you need do is **buy** one of our computers, take it **home,** and then **USE** our **special new Program** to **find out** if you should **own** a computer or **not!!**

But... to **USE** your special Program, I will have **ALREADY BOUGHT a computer!!**

Yeah, I **know!!** Listen, almost **every Computer Program** on the **market** has a **little "BUG"** in it! So **why** should **OURS** be any **different?!**

When I read the **ads** for computers in **newspapers** and **magazines,** I see a tremendous range of **prices!** What is the **LOWEST PRICE** I'd have to **pay** for one of your new computers...?

You can buy our **"Super Stripped 21-A" basic model** for only **$200!**

And what can I **do** with that machine?

You can **turn it on** and watch the **little red light!**

And **that's it...?!?**

Well, **yeah!** For **$200,** that's it!!

But by adding a **monitor, a disc drive, a printer** and some special **Computer Programs**... you'll **really HAVE something...!!**

Exactly **WHAT** will I **HAVE??**

A **bill**... for about **two grand!**

LEIGH'S Computers

CONTROL D CALLING WARM BOOT COME IN, WARM BOOT

BONI - Sasha II

Go on, Dr. Byte... you were giving us **a computer Primer!**

Basically, a computer consists of **three separate items!**

The **first** is **HARDWARE!!** Hardware is the **computer,** its **monitor,** its **printer,** and its **other peripherals!**

Second is **SOFTWARE!** Software is the **Programs** that **make** the computer **WORK!**

And the **third** is **NOWHERE...** which is where **you'll be** if your **SOFTWARE** isn't **compatible** with your **HARDWARE!!**

How does a person **make sure** that his **hardware** and his **software** are **compatable??**

By **making sure** the **hardware** and **software** are from the **same company!** By **making sure** you have all the proper **interfaces!** And by **making sure** the salesman **demonstrates—IN the showroom**—the **EXACT combination** you are **buying!**

I understand! And **that guarantees** it will all work when you get it home!

No, that guarantees a **50/50 CHANCE** it will all work when you get it home!

Otherwise ... your chances are **1** in **100** it will all work when you get it home!

Let's **stop** here and take a look at our **Research and Development laboratory...!**

All I **see** is a **very large telescope!**

And **that's** all we **need!** We **SPY** on the **other computer companies,** and **steal** their **ideas!**

CYCLOPS COMPUTERS

Computers have **really advanced** in the past few years, **haven't** they?

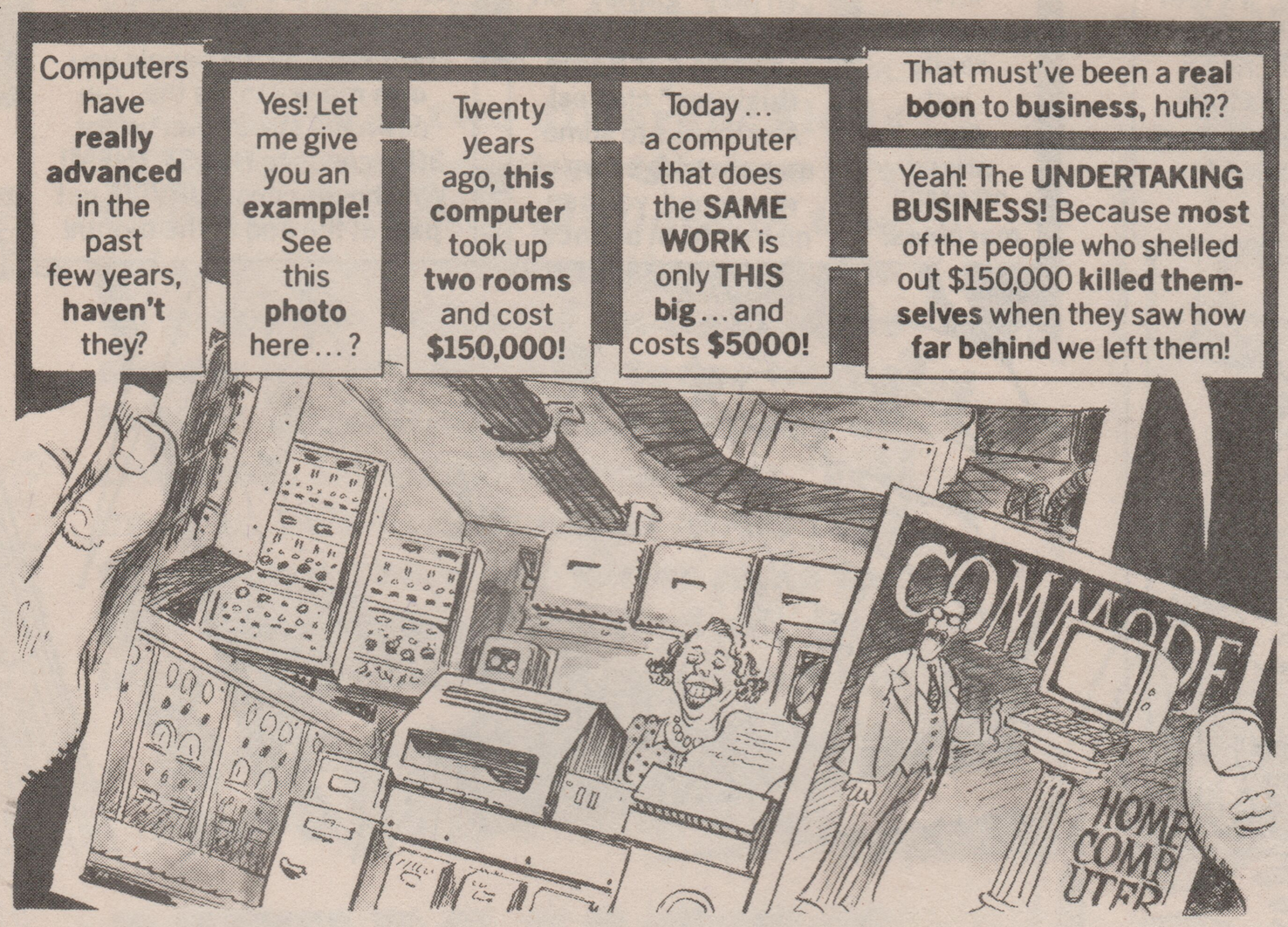
Yes! Let me give you an **example!** See this **photo** here ...?

Twenty years ago, **this computer** took up **two rooms** and cost **$150,000!**

Today ... a computer that does the **SAME WORK** is only **THIS big** ... and costs **$5000!**

That must've been a **real boon** to **business,** huh??

Yeah! The **UNDERTAKING BUSINESS!** Because **most** of the people who shelled out $150,000 **killed themselves** when they saw how **far behind** we left them!



How can a person **be assured** of getting the **very latest** in computers?

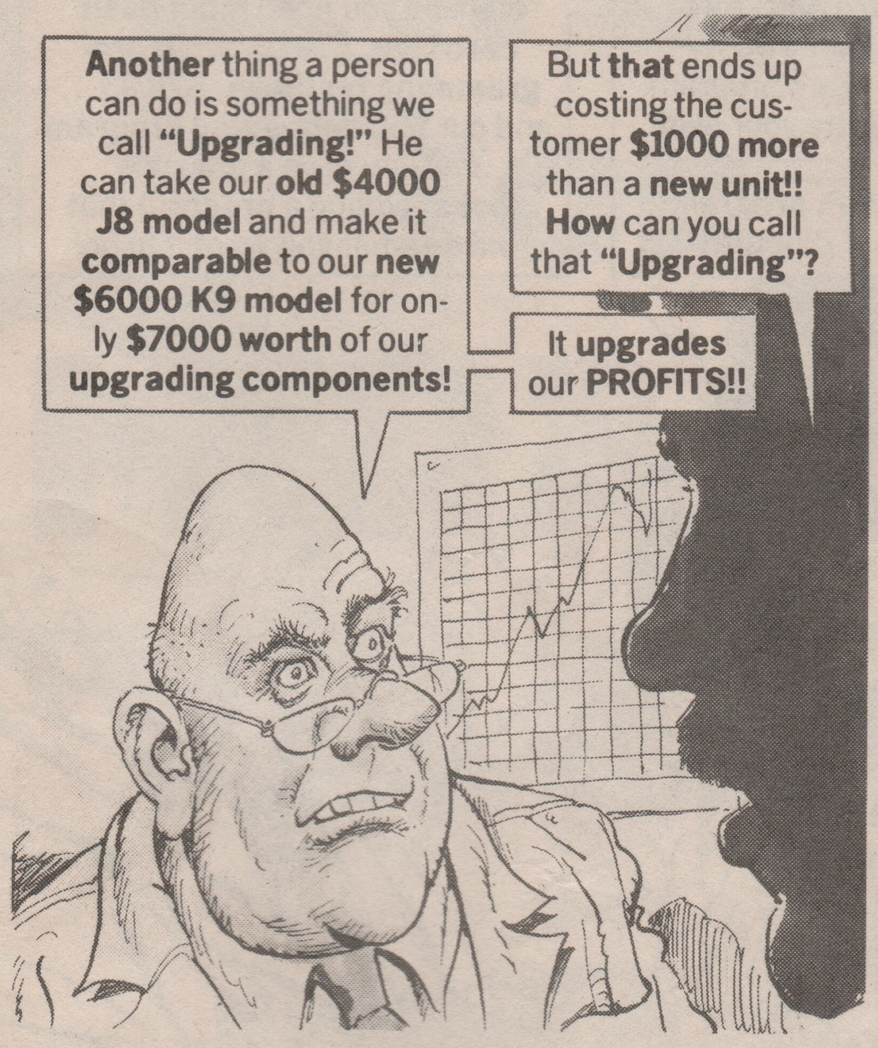
Easy! He just has to **buy a NEW COMPUTER every Monday!!**

Finster, I **told** you to start shipping everything **by AIR!!** When it goes by **truck,** it's **already OBSOLETE** by the time it **gets there!**

Another thing a person can do is something we call **"Upgrading!"** He can take our **old $4000 J8 model** and make it **comparable** to our **new $6000 K9 model** for only **$7000 worth** of our **upgrading components!**

But **that** ends up costing the customer **$1000 more** than a **new unit!! How** can you call that **"Upgrading"?**

It **upgrades** our **PROFITS!!**



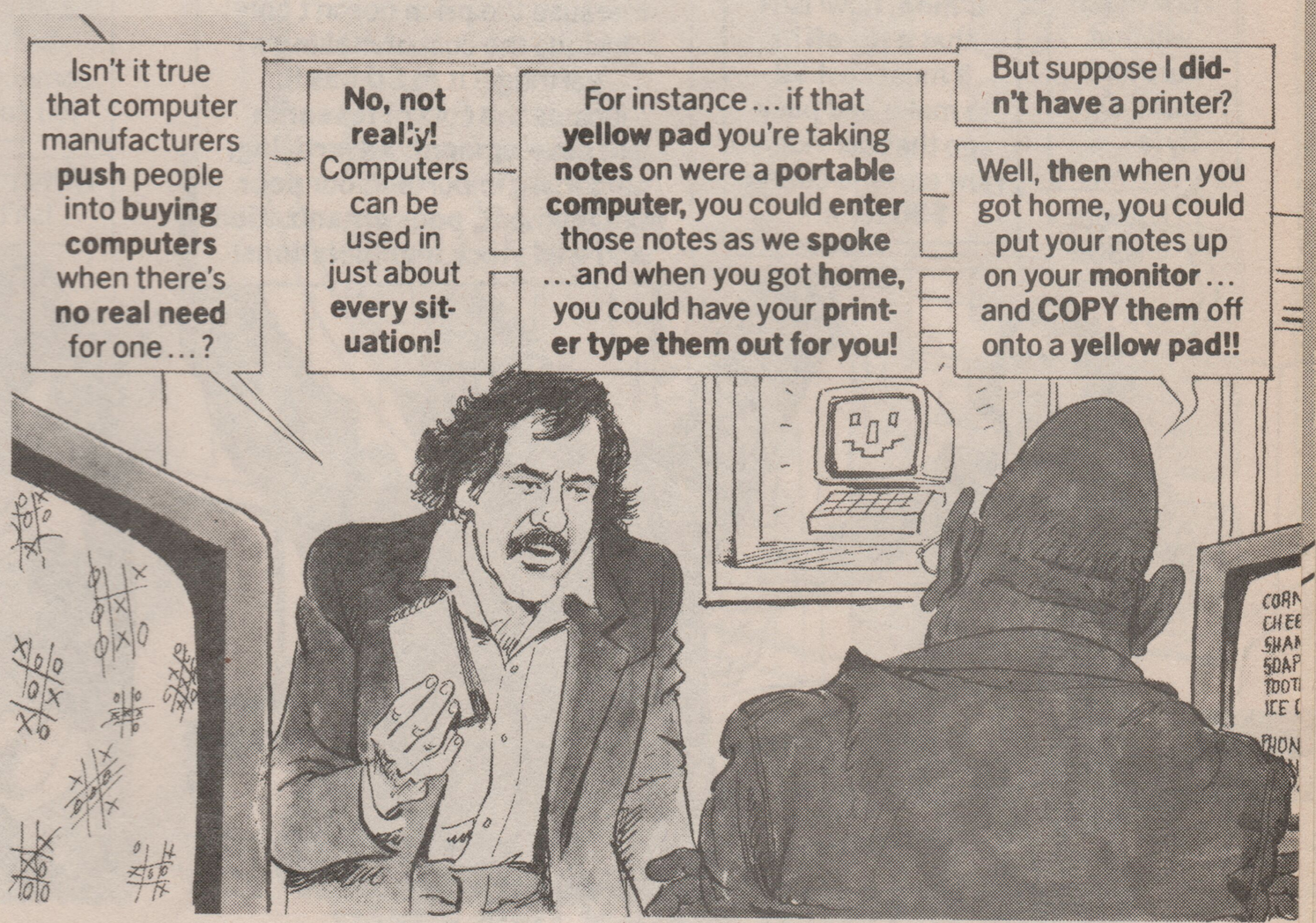
Isn't it true that computer manufacturers **push** people into **buying computers** when there's **no real need** for one ...?

No, not really! Computers can be used in just about **every situation!**

For instance ... if that **yellow pad** you're taking **notes** on were a **portable computer,** you could **enter** those notes as we **spoke** ... and when you got **home,** you could have your **printer type them out for you!**

But suppose I **didn't have** a printer?

Well, **then** when you got home, you could put your notes up on your **monitor** ... and **COPY them** off onto a **yellow pad!!**



There are **so many things** a writer can **do** with a computer that he's been **totally unable** to do **before!**

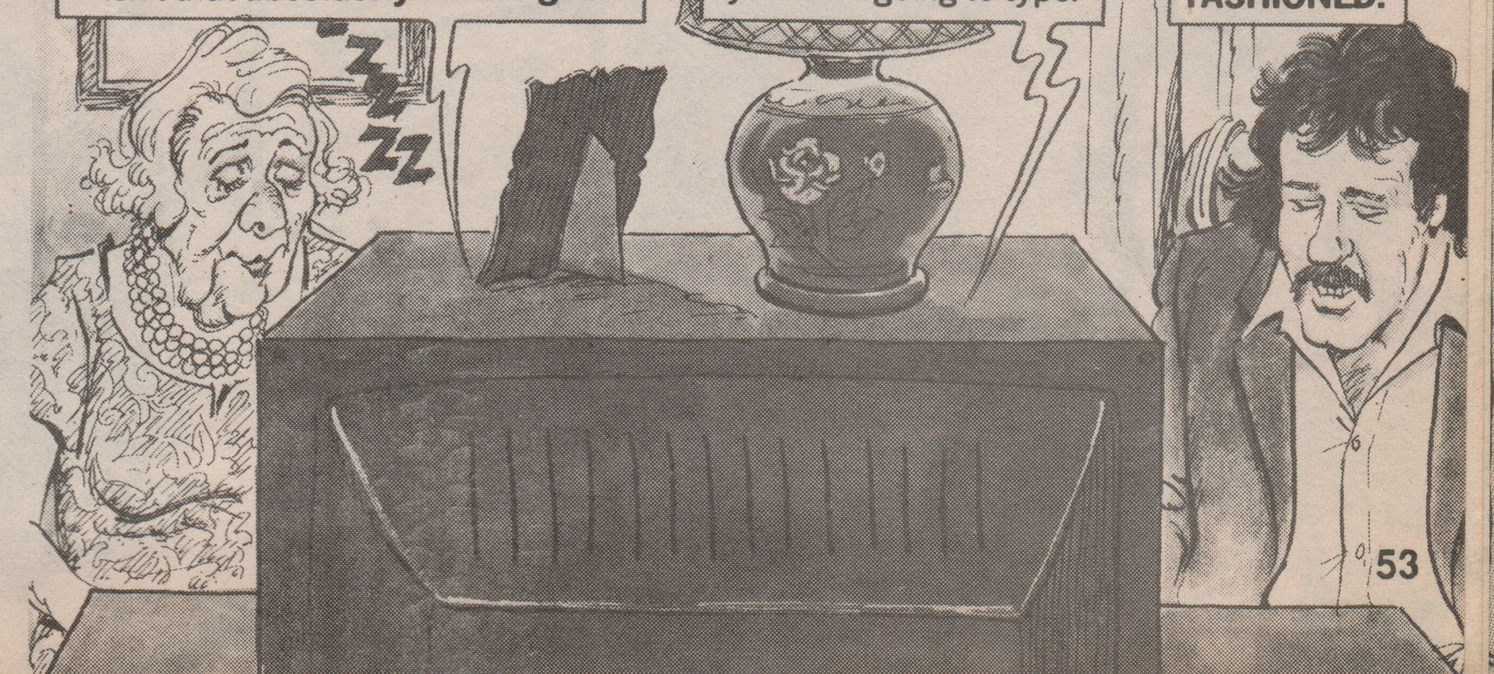
Like **accidentally shutting off the machine** while he's working, and **losing** an **entire manuscript forever!!** Or like **misplacing** a **disc** with eighty typed pages of **irreplaceable research!! Heh-heh!** Just a little bit of **computer humor** there!!

Oh? Like **what?**

But **seriously,** by using a **"Modem,"** which is a **device** that lets **your computer** use the **telephone lines** to hook up with **another computer,** a person at the **other end** of the **line** can **see exactly** what you're **typing** on your **computer monitor!** Isn't that **absolutely amazing?!?**

But as long as you're using the **telephone line,** why not **forget** about the computers **altogether,** and just **TELL** that person what you were going to type?

That **COULD work ...** but it would be so **OLD FASHIONED!**



Dr., there have been **many TV commercials** that **scare parents** into thinking their **children** haven't got a **chance** in **school** unless they **buy** them a **home computer!!**

That kind of advertising is **so unfair!** Here at **Commode,** we feel that a **parent** should **NEVER be pushed** into **buying** their child a **computer**... just as long as that parent **DOESN'T MIND supporting** a **hopelessly backward idiot** for the **rest** of its **stupid life...!**

WE AIM FOR A COMMODE IN EVERY HOUSE IN AMERICA

COMMODE

YOU OWE IT TO YOUR KID NOW...

...THEN, IN 10 YEARS, HE'LL OWE IT ALL TO YOU!

BILL

Aren't a lot of computers **really** just **over-priced "GAME" machines?**

Nonsense! Sure, you can **play "games"** on computers! But they can **also** do **"Home Business" chores!** And thanks to some **new cartridges** we've developed, you can now do **both** at **once!**

For example, here's **"CHECK-MAN"**—our **Budget-Balancing Game!** These little figures represent all the people you **owe money** to! As they run down the street, you've got 30 seconds to **BLAST THEM! Whichever** ones **SURVIVE** get **paid** at the end of the month!

How **much** will that cartridge **cost,** Dr. Byte...?

About **$30!!**

C'mon, now! Isn't that a **rip-off?!?** It must cost **$2** to make and package that cartridge! How can you charge **$30** for it?!?

Because the **price** doesn't **only** include the cost of **making** a cartridge! It **ALSO** has to include the cost of **research and development, advertising,** and **more** important, our **poor management, poor organization** and **wild stock manipulations!**

Listen, you don't **have** to fork over $30 for someone else's program! You can **write** your **own!**

Write my **own program?!?** Isn't that **dificult?!?**

Nah! All you need is our **basic cartridge,** $39.95... our **programming textbook,** $29.95... and our $50 **debugging program** and you have a **possible shot** at writing a **program** that will **do** what you **want** it to do!

Isn't it true that **one main drawback** to computers is that they can be used to **invade people's PRIVACY...?**

Nonsense!! Do **you** feel that way—or did **your boss, Av,** make you ask me that?

Av, how do **you** know my boss' name is **Av?**

Oh, just a **lucky guess!** But if you're **smart** you'll get yourself a **computer.** And while you're at it, get one for your old flame, **Francine!**

INFO. FILE
SUBJECT: RIVALDO JIVERA
AGE: 13.
STATUS: MARRIED...
WIFE: SHEILA CHILDREN: DEB
OCCUPATION: INVESTIGATIVE REPORTER
COMPANY: ABC (30/20)

DEBUGGING PROGRAM

But, I **can't afford** two computers!!

How do you know **that?**

Can't **afford it!** Why **not?** I know for a **fact** that the average newsman makes **$73,000** a year and spends **$18,521** on **entertainment!** At least **that's** what they **claim** to the **I.R.S.!**

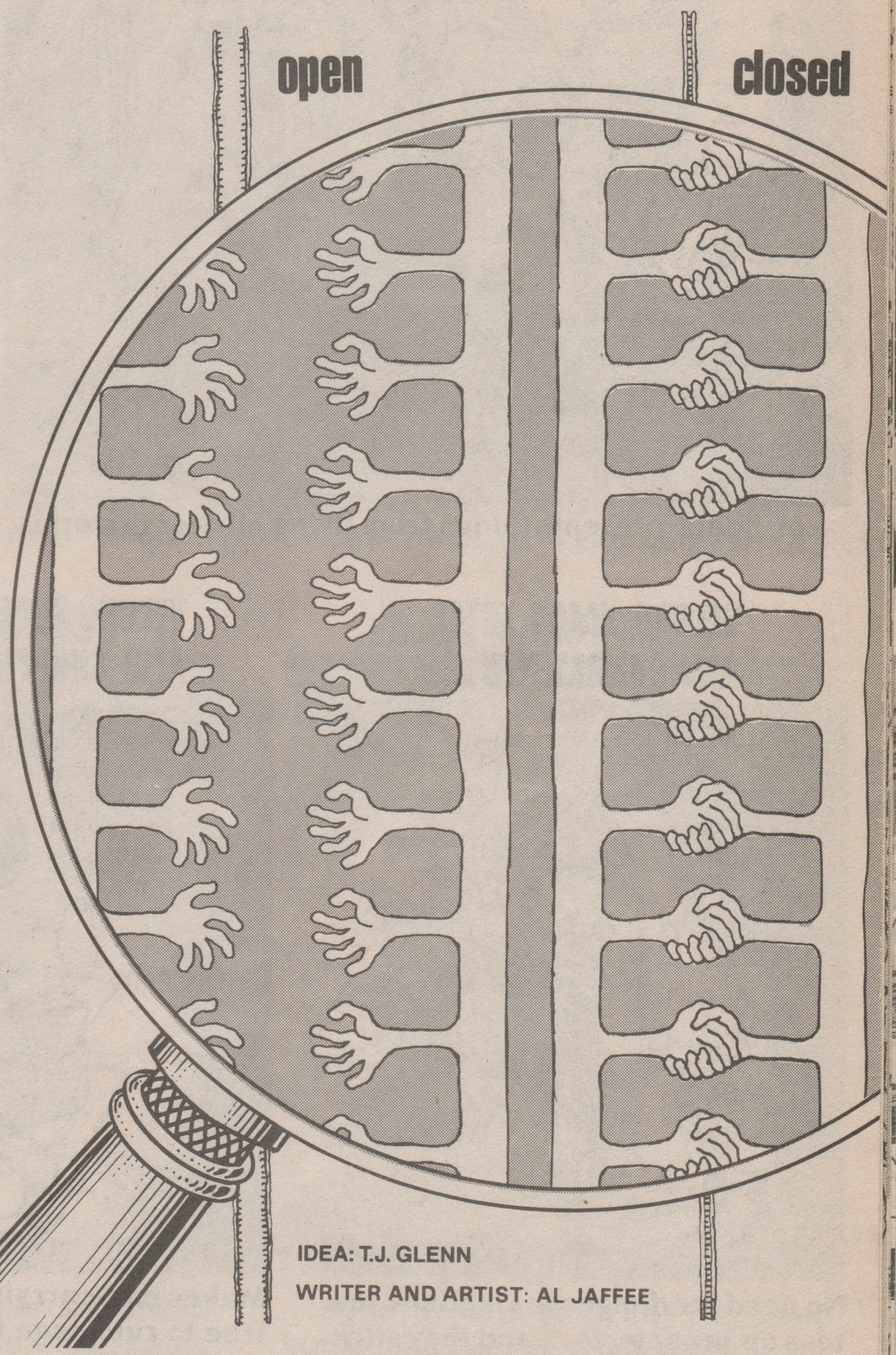
That's info gathered by our **latest model, the Orwell!** But it's better known around **here** by its **nickname ... Big Brother 1984!**

FASTEN FURIOUS DEPT.

Miracle "VELCRO" comes in large sheets and can be cut to any size. It consists of two different kinds of surfaces, and when the two are brought together, millions of tiny grippers grab onto millions of other grippers and hold on tight. This simple but effective fastener works better than buttons or zippers on clothing, which is where most "Velcro" is used. But we at MAD feel that there are many other uses for this amazing product. And so...the inventive geniuses at MAD present

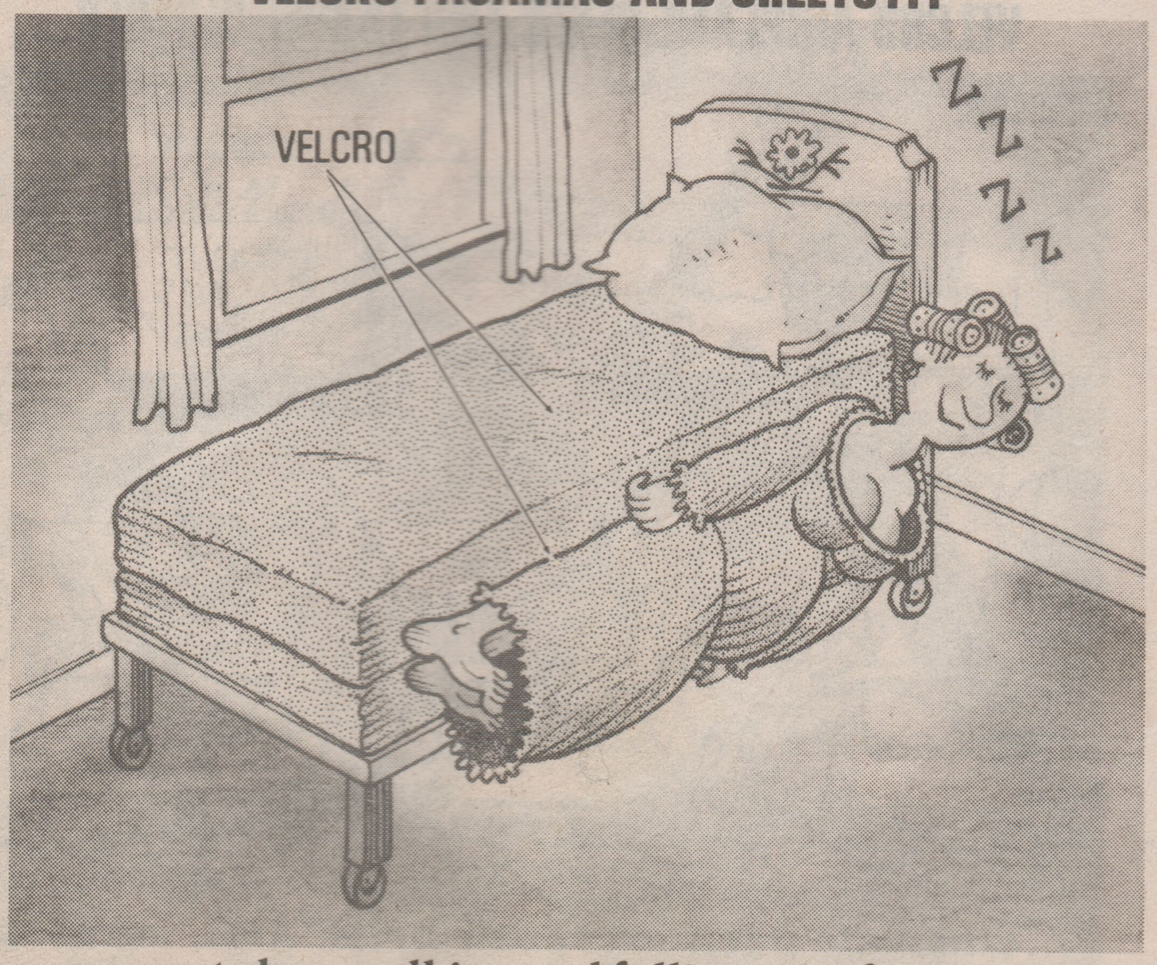
EXCITING NEW USES FOR MIRACLE 'VELCRO'

MAGNIFIED SECTION OF MIRACLE VELCRO, SHOWING HOW IT WORKS



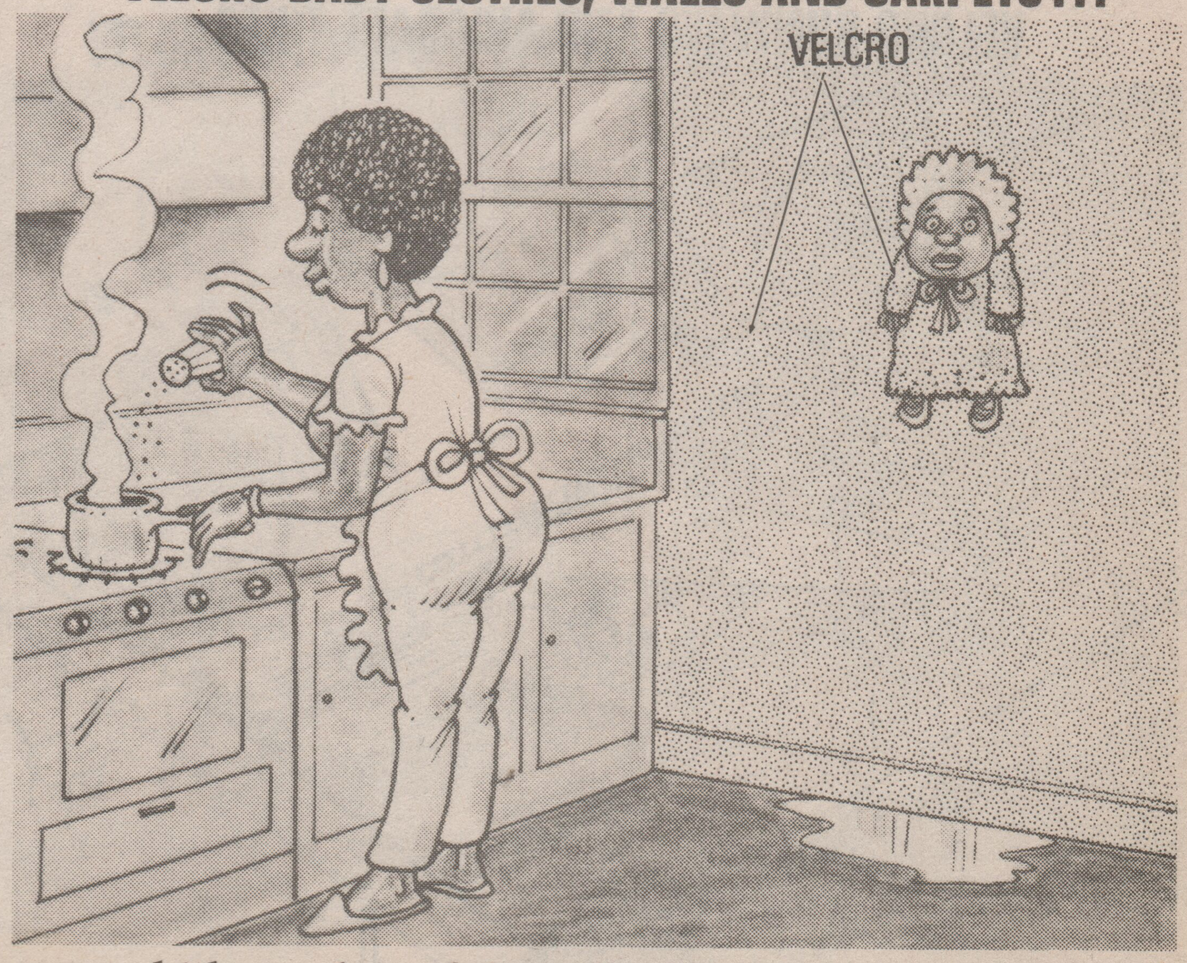
IDEA: T.J. GLENN
WRITER AND ARTIST: AL JAFFEE

VELCRO PAJAMAS AND SHEETS...



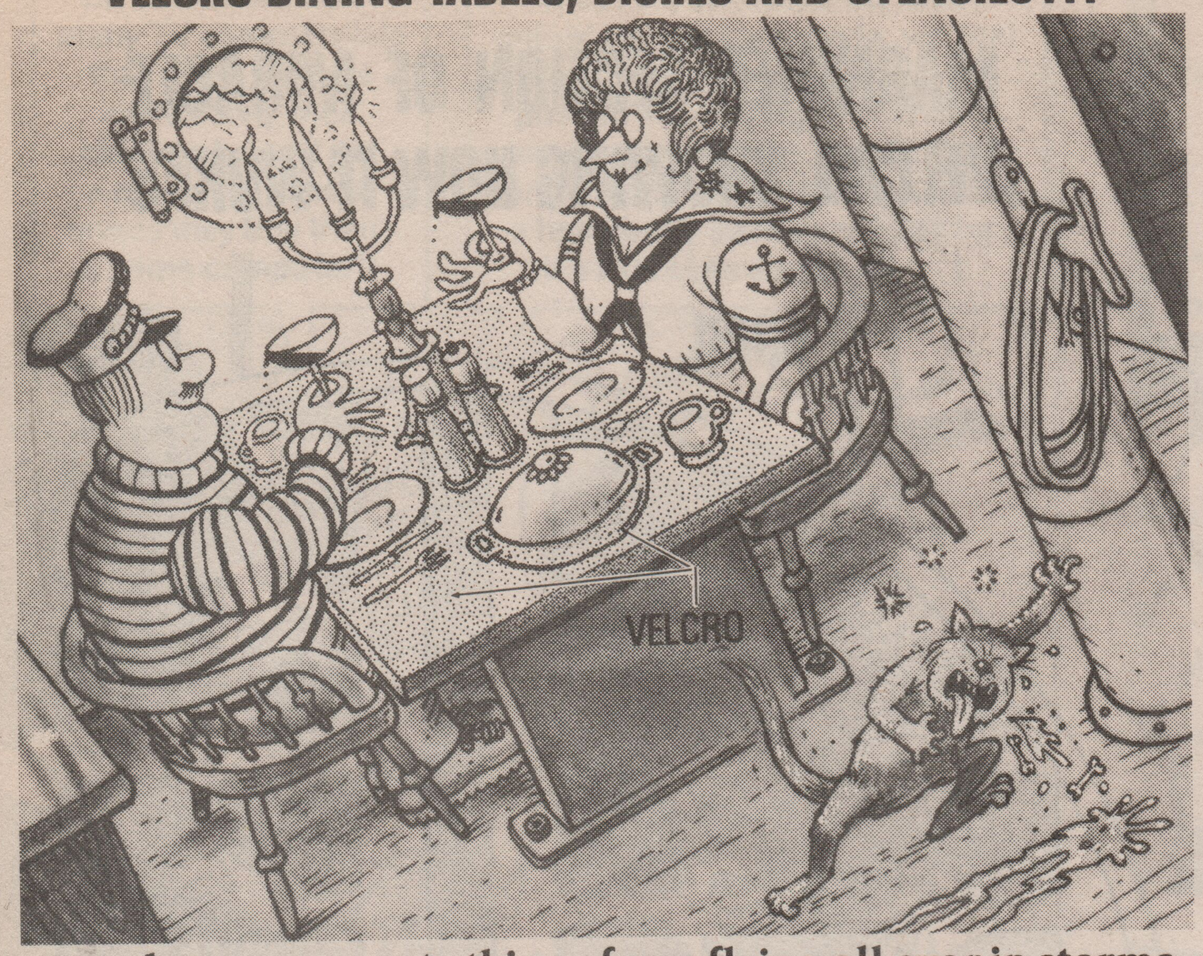
...prevent sleepwalking and falling out of narrow beds.

VELCRO BABY CLOTHES, WALLS AND CARPETS...



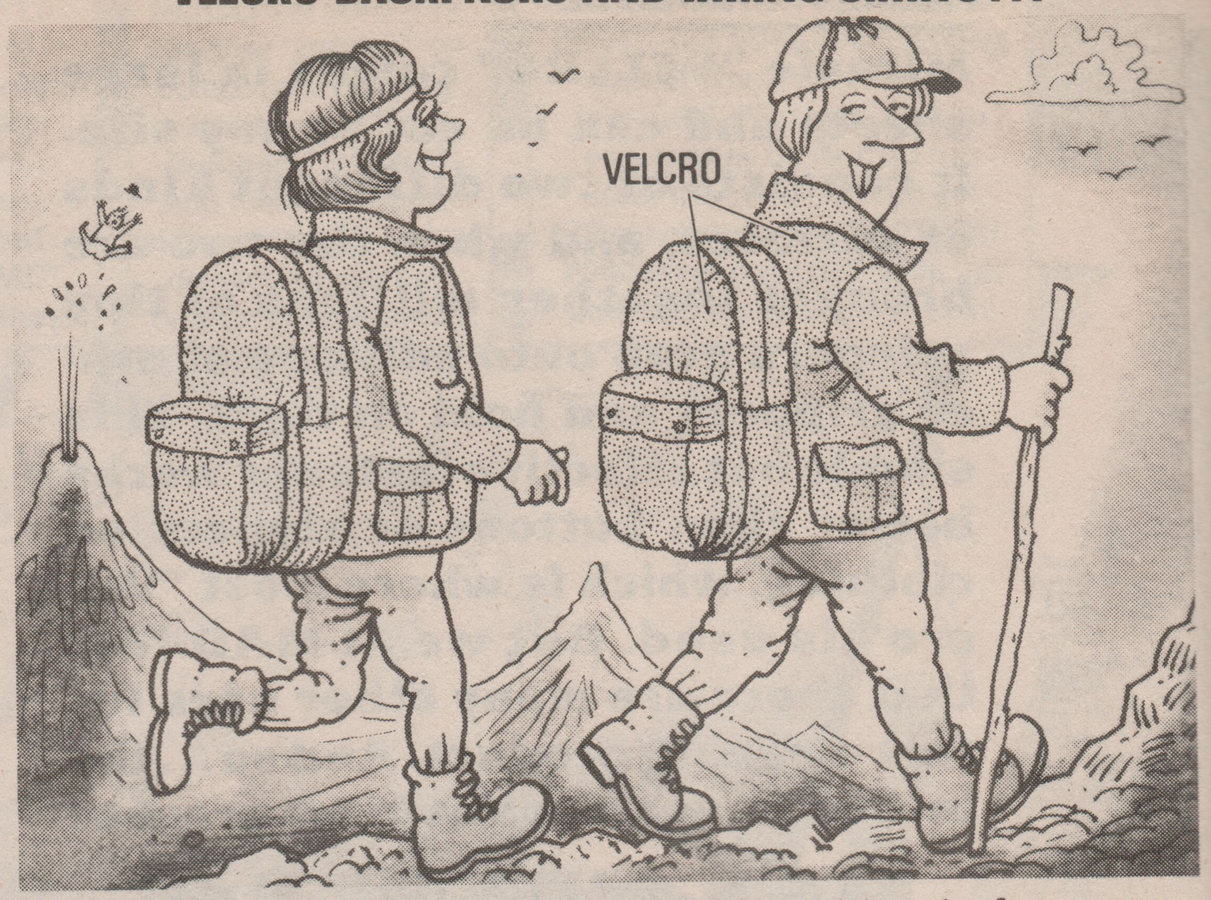
...so kids can be safely parked, and kept out of danger.

VELCRO DINING TABLES, DISHES AND UTENSILS...



...on boats, prevents things from flying all over in storms.

VELCRO BACKPACKS AND HIKING SHIRTS...

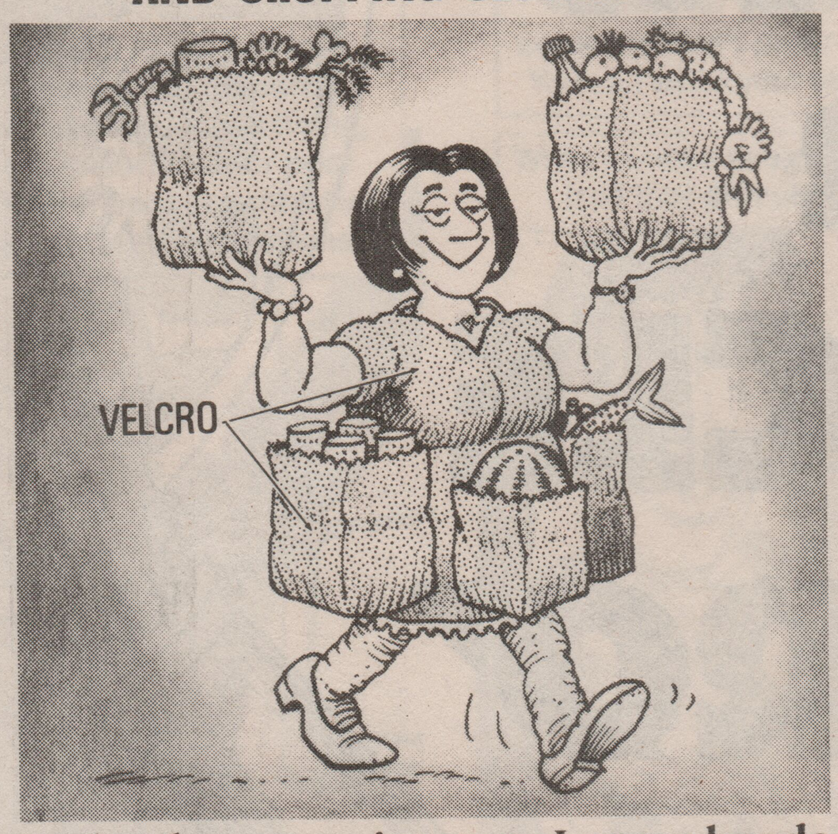


...eliminate need for uncomfortable, chafing shoulder straps. Packs go on and off in a jiffy.

VELCRO XMAS TREES AND ORNAMENTS...

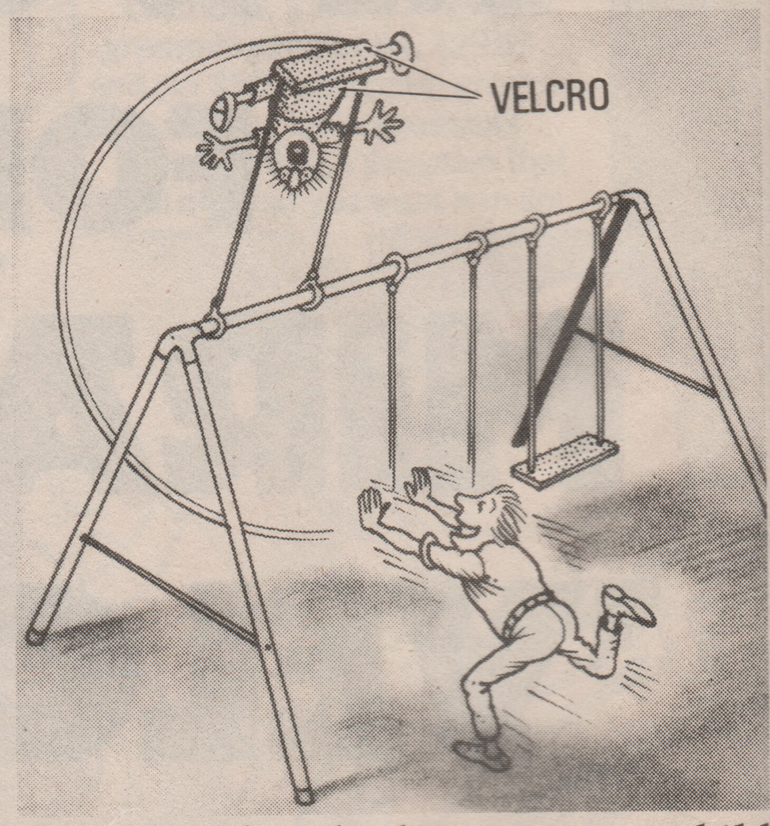
No need for dangerous ladders. Just toss up ornaments... and they stick.

VELCRO SUPERMARKET BAGS AND SHOPPING CLOTHES...



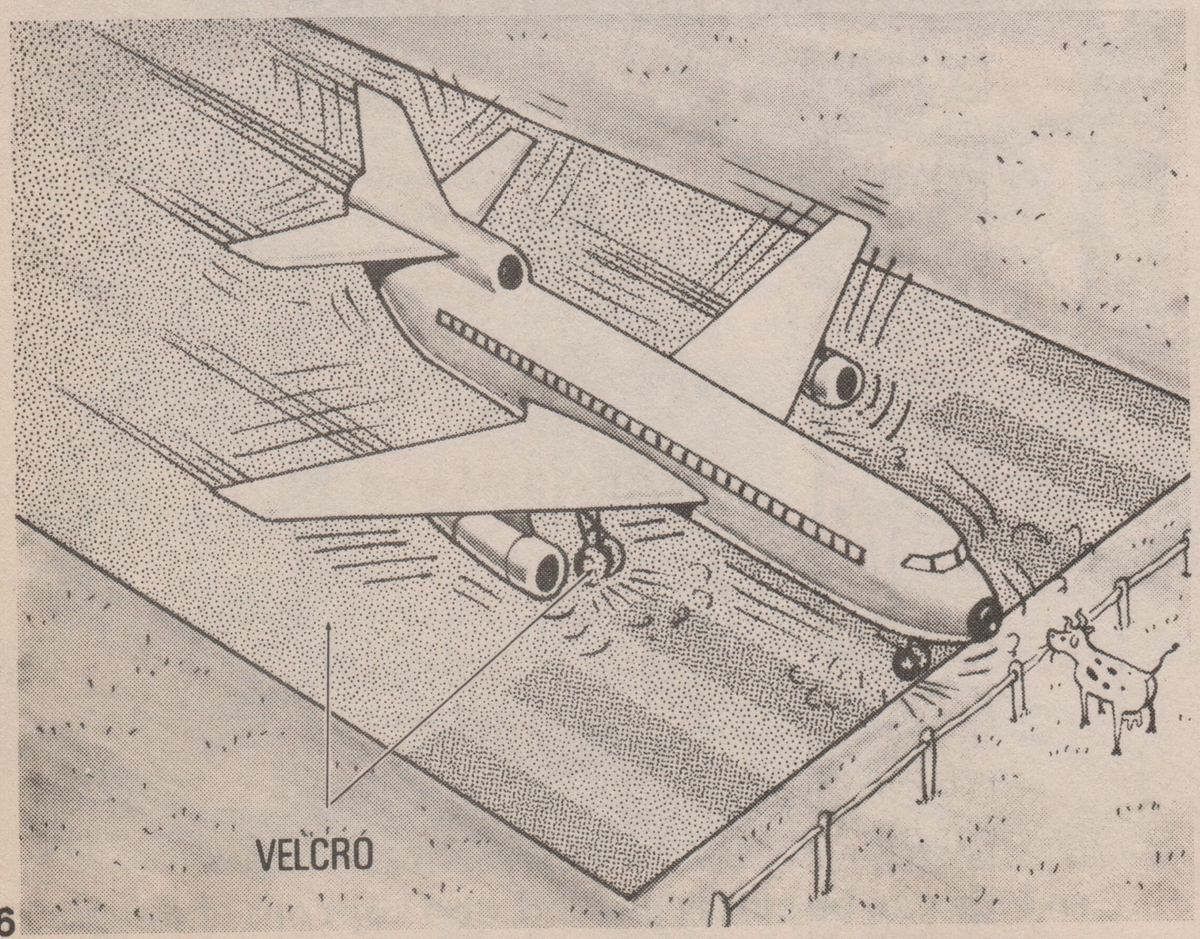
Makes bag-carrying easy. Leaves hands free to rummage for car and door keys.

VELCRO CHILDREN'S PLAY CLOTHES AND SWINGS...



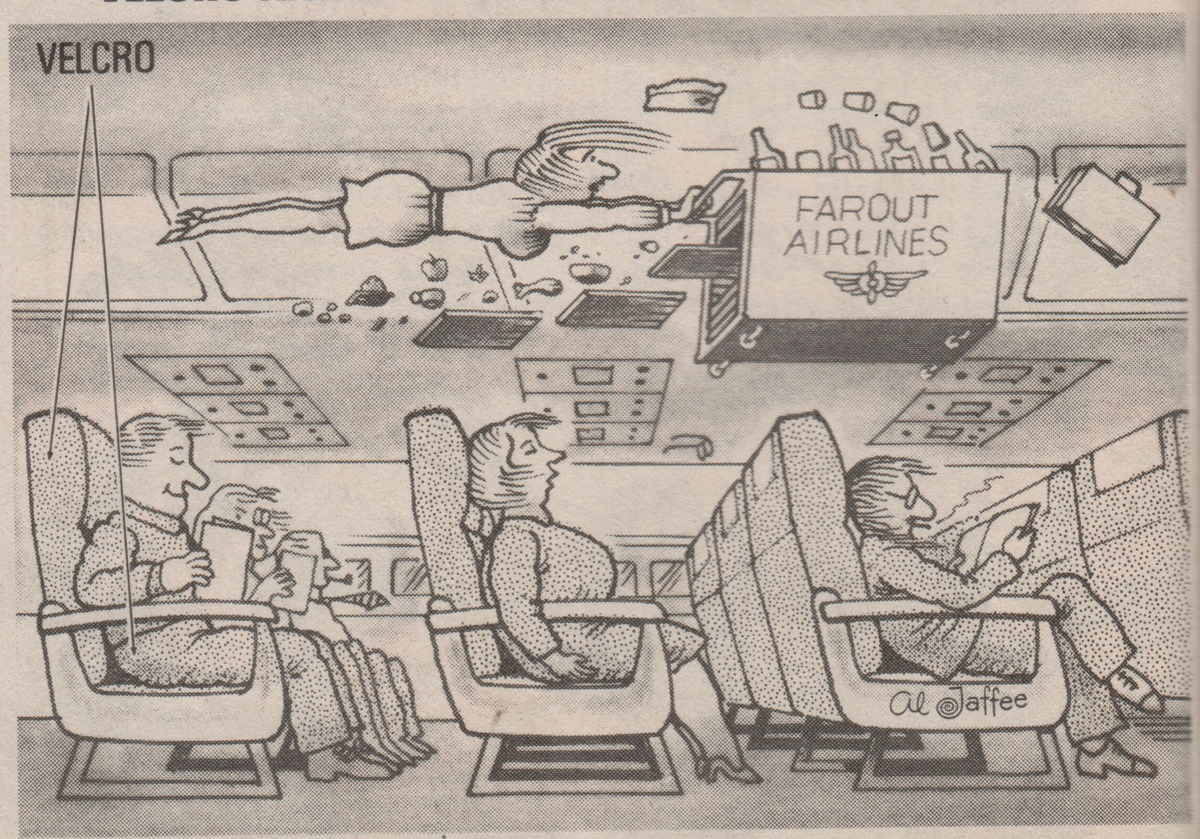
No matter how high swing goes, child sticks securely to the swing's seat.

VELCRO RUNWAYS AND AIRCRAFT TIRES...



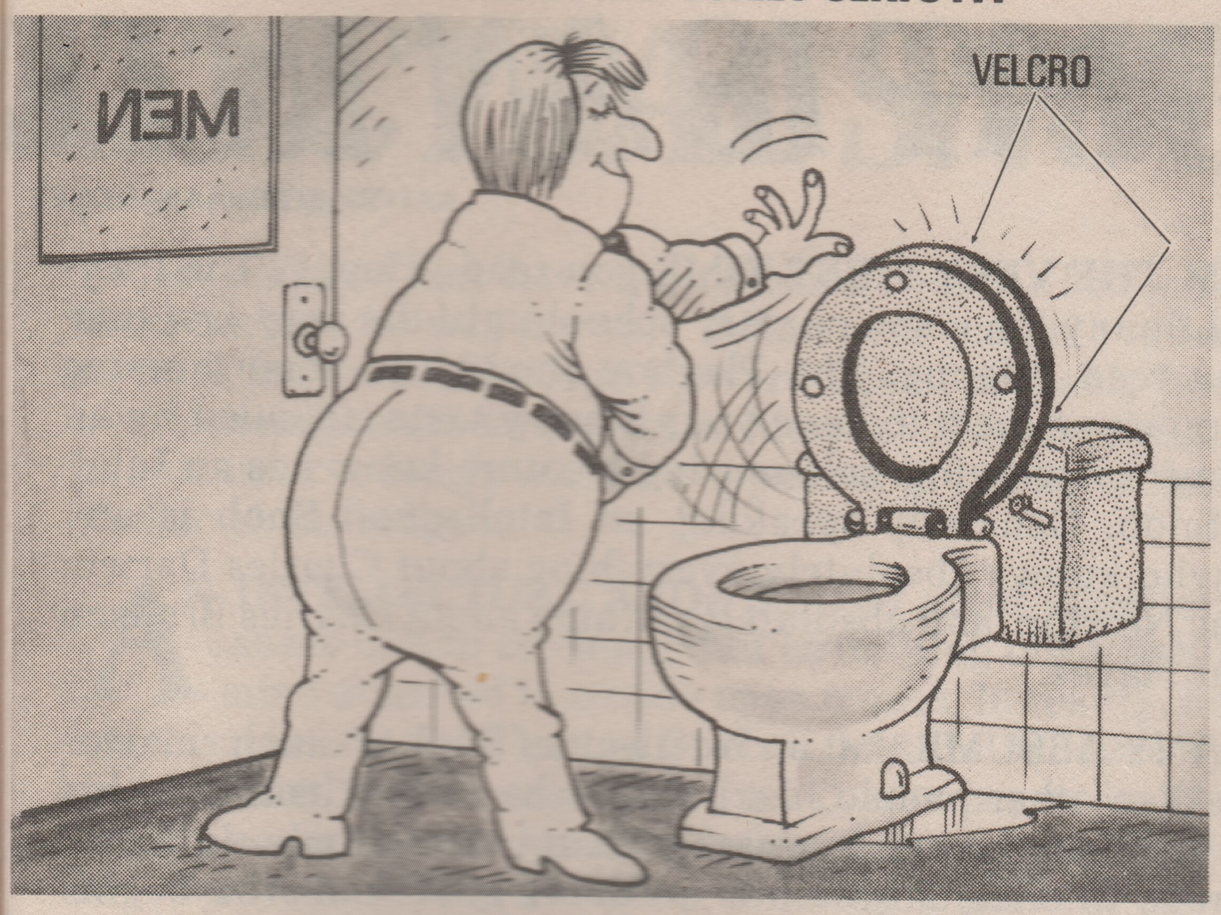
...end ever-present danger of running out of landing room.

VELCRO AIRPLANE SEATS AND TRAVEL CLOTHES...



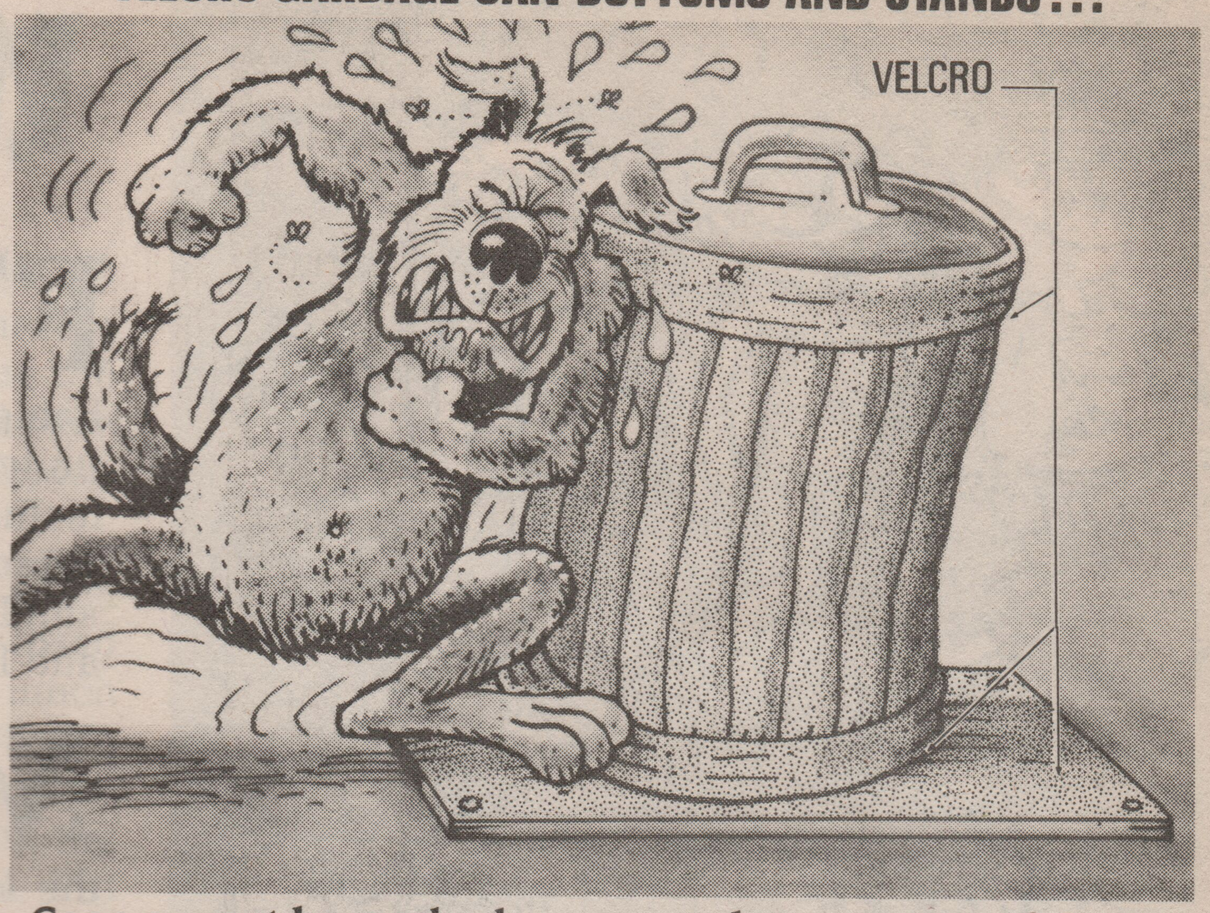
...eliminate need for safety belts. Also, necessary on airplanes landing on Velcro Runways so passengers don't end up rocketing forward at 100 miles per hour.

VELCRO TANKS AND TOILET SEATS...



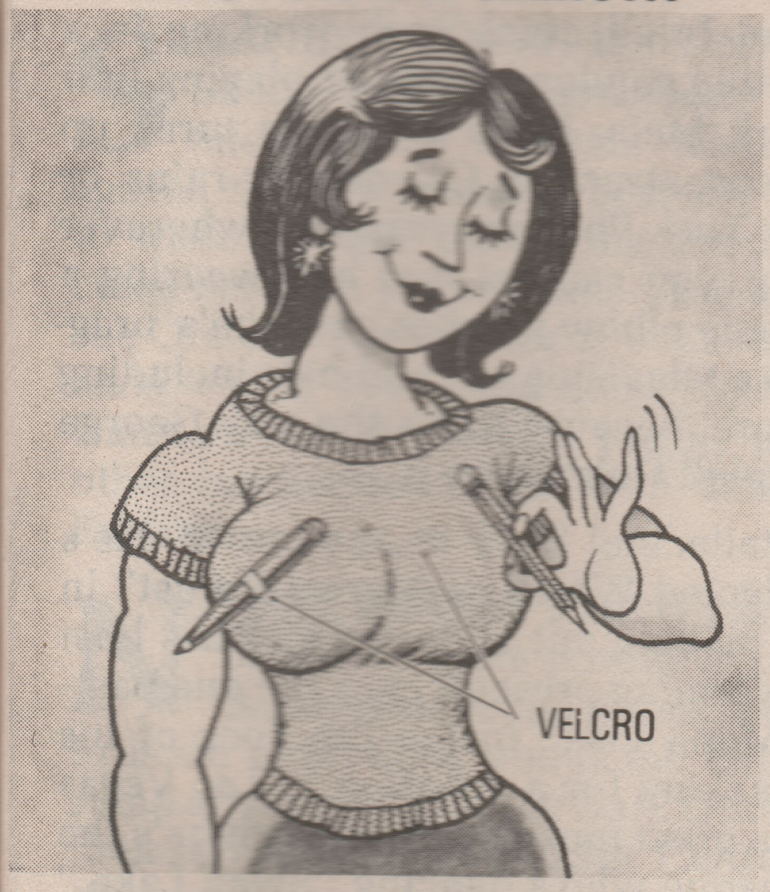
...stay up, eliminate the embarrassment of having the seats fall when men are using toilets in the usual way.

VELCRO GARBAGE CAN BOTTOMS AND STANDS...



Cans cannot be pushed over, even by strongest of dogs. Also "Velcro Garbage Cans And Lids" keep cans closed.

VELCRO PENS AND SHIRTS...

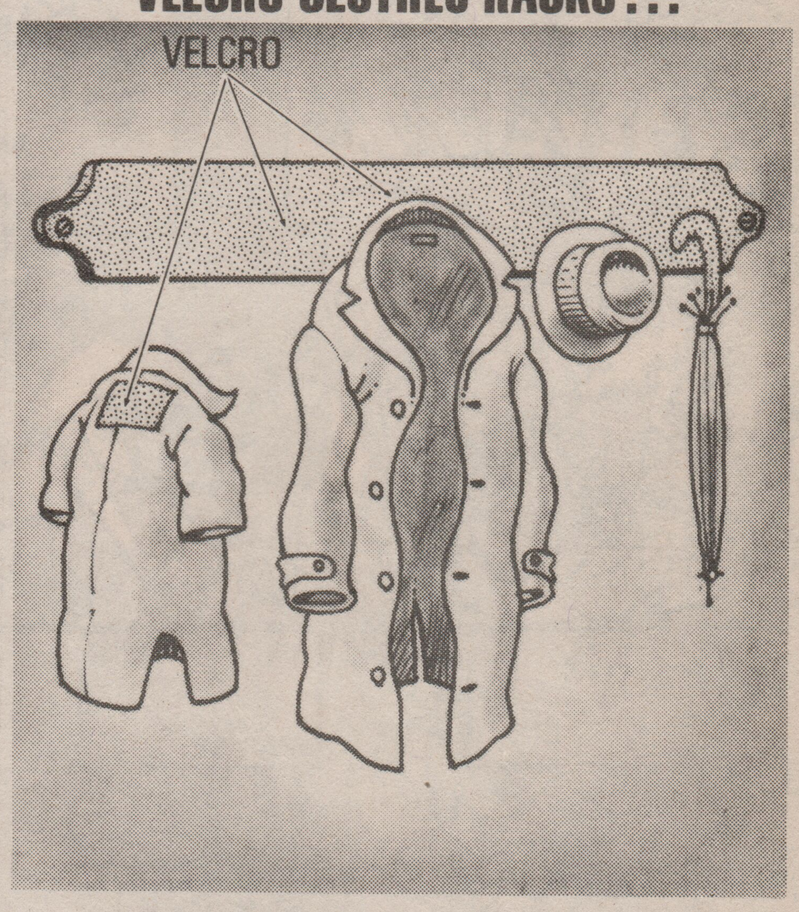


...eliminate need for pockets. Pens are always handy... and hard to lose.

VELCRO MITTS AND BALLS...

Cuts down on errors. Even the most inept glove work results in a sure catch.

VELCRO CLOTHES RACKS...

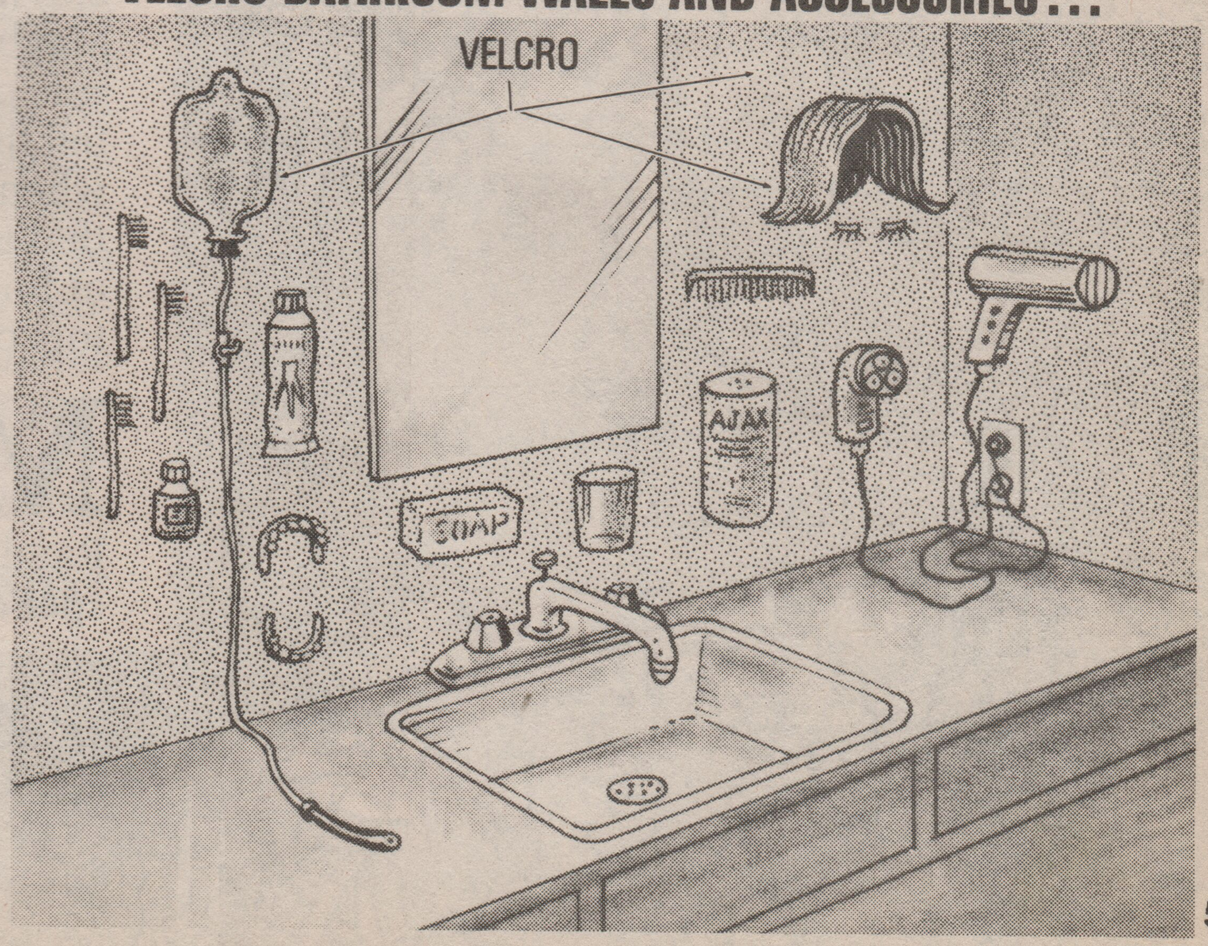


...do away with unsightly pegs and hooks, and danger of poking out eyes.

VELCRO GUITARS AND CONCERT SHIRTS...

...leaves both hands free and eliminates bothersome strap.

VELCRO BATHROOM WALLS AND ACCESSORIES...



...for quick and convenient use and orderly storage.

TOO ERUDITE IS INHUMAN DEPT.

WHAT IS AN INTE

ARTIST: SERGIO ARAGONES

FROM THE VERY FIRST TIME you read "Hoppy, The Playful Bunny" in some nursery school until the very last time you read "Happy, The Playboy Bunny" in some nursing home, you can expect to have your literary taste ridiculed by an unnerving, unswerving, self-serving creature known as an Intellectual Snob. Generally speaking, an Intellectual Snob is any person who knows absolutely everything about Charles Darwin and Isaac Newton, and absolutely nothing about Charles Bronson and Isaac Hayes.

MANY ASSUME that an Intellectual Snob is much smarter than other people just because he calls attention to his brilliance more frequently than other people. In truth, the average Intellectual Snob is an untalented soul who begins life as a mere babbling brook of big words, but who quickly grows into a cascading river of meaningless mouthings until he ultimately wreaks havoc by drowning those around him in a roaring flood of swirling trivia.

ONE SELDOM FINDS an Intellectual Snob working in a hock shop or constructing condominiums or playing first base for the New York Mets. More often, he turns up working in a bookshop or reconstructing Caledonian ruins or playing first flute for the New York Philharmonic. But wherever he is and whatever he's doing, you can bet that he's wearing a rumpled tweed jacket with suede elbow patches, and he's bragging that he doesn't even own a television set, and he's including his middle name in his signature, because that's the way George Bernard Shaw and Oliver Wendell Holmes did it.

IT'S EASY TO SPOT an Intellectual Snob in any crowd. He's the one reading "The Collected Works of Marcel Proust" in the subway. He's the one picking out a plaster-of-Paris bust of Mozart to give as a house-warming present. He's the one pasting a reproduction of "The Mona Lisa" inside the door of his school locker. He's the one packing for a vacation in Las Vegas because he's heard they have a great museum there. And he's the one on the floor at the discotheque who's dancing "Swan Lake."

SOME PSYCHOLOGISTS THINK that Intellectual Snobs become what they are because they secretly feel inferior. Maybe that is why they never voice an opinion about a movie they've seen until they hear what the critics think of it. Maybe that's why they subscribe to scholarly journals for the sole purpose of impressing their mailmen. Maybe that's why they tell the TV rating service they're watching "Issues And Answers" when they're really watching "Bowling For Dollars." And maybe that's why they're currently searching for their roots in the hope of finding an ancestor who was more intellectual than the ancestors of other Intellectual Snobs they know.

MOST LIKELY, EACH PERSON who assumes the jeering, sneering, domineering role of an Intellectual Snob does so for his own special reason. Chances are that Tony Randall embraced Snobbishness only because he was forced to spend his entire TV career portraying a complete ninny. And

LLECTUAL SNOB?

WRITER: TOM KOCH

Federico Fellini may have been pushed over the brink into Snobhood because he was the only Italian ever judged too incoherent to work for the Mafia. And Howard Cosell probably became the overblowing, overbearing Grand Marshal of All Snobism because people used to laugh when he appeared in public with too much shellac on his toupee.

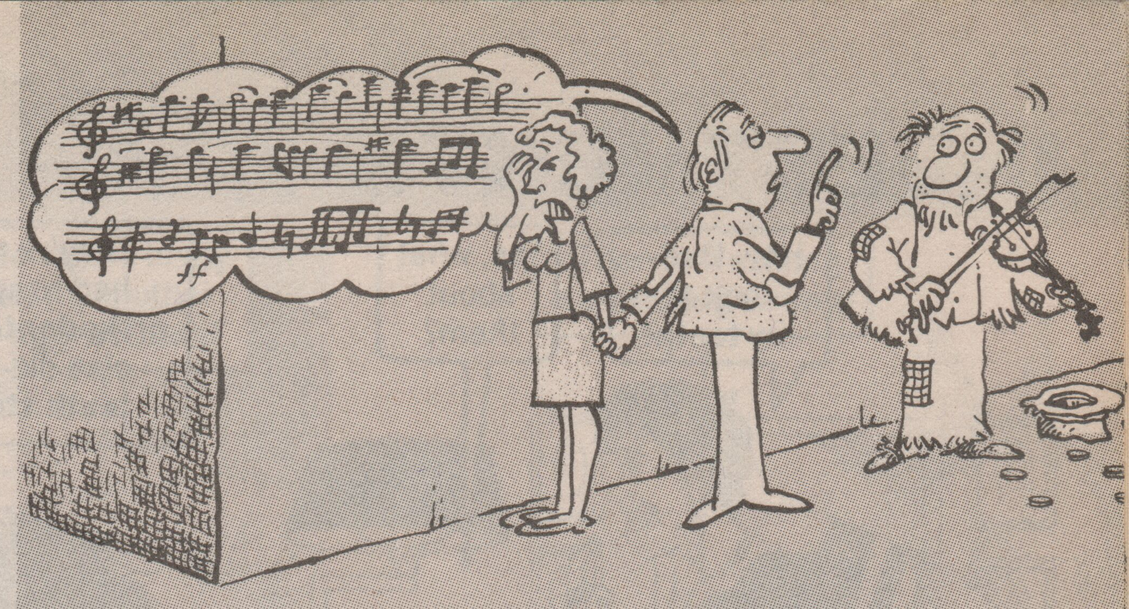
AN INTELLECTUAL SNOB'S air of aloof superiority often causes him to be thought of as nothing but a tightly closed mind attached to a wide open mouth. In reality, he is much much more. An Intellectual Snob is Mature Wisdom sporting a personalized auto license with his I.Q. number on it; Warm Generosity eager to share his knowledge of correct grammar with the less fortunate; Deep Humility wearing a glow-in-the-dark Phi Beta Kappa key; and a Veritable Fountain of Fatherly Advice who never had any children of his own because he never got married because he never found a girl who was good enough for him . . . or could even stand to go out with him.

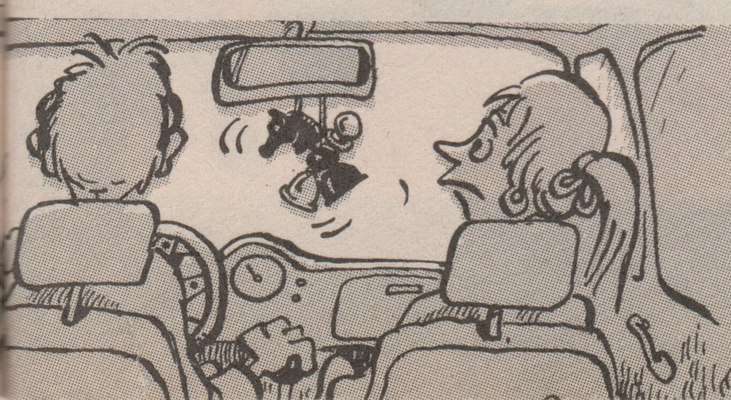
STRANGE TO SAY, the world probably needs Intellectual Snobs. After all, somebody has to be the television news analyst who explains what the President just said in a speech that we could all hear for ourselves. And somebody has to wade through those long articles in "The New Yorker" that come between the cartoons. And somebody has to buy tickets to see Orson Welles perform, even though his last notable performance was in 1941. And most important of all, somebody has to translate Rod McKuen's poetry into French for the benefit of other Intellectual Snobs who think it's too lowbrow to read in English.

NO ONE REALLY KNOWS what strange internal chemistry produces these pontifical purveyors of profound prattle. Some Intellectual Snobs seem driven by an invisible force to learn everything about the ballet because they can't understand anything about football. Others seem compelled to acquaint themselves with poor 15th Century Flemish painters because they can't acquaint themselves with any rich 20th Century Rock Stars. Still others seem obliged to quote long passages from Shakespeare because they don't have any thoughts of their own that bear repeating.

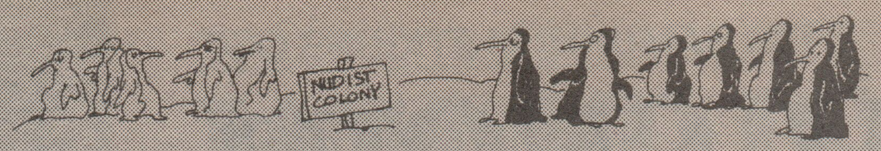
NATURALLY, ANYONE who talks so much while saying so little is bound to make a few questionable statements. But the Intellectual Snob prefers not to have any of his remarks challenged, no matter how absurd they are. And Heaven help those who dare to ask where he got the idea that chimpanzees hold conservative political beliefs, or that long buried Hindu scrolls warn against eating canned tuna fish, or that putting fluoride in our drinking water led directly to the Alaska Earthquake of 1964. The true Intellectual Snob will quickly defend his pronouncements by flashing a superior smirk, and replying with the same contemptuous words that he has uttered so often before:

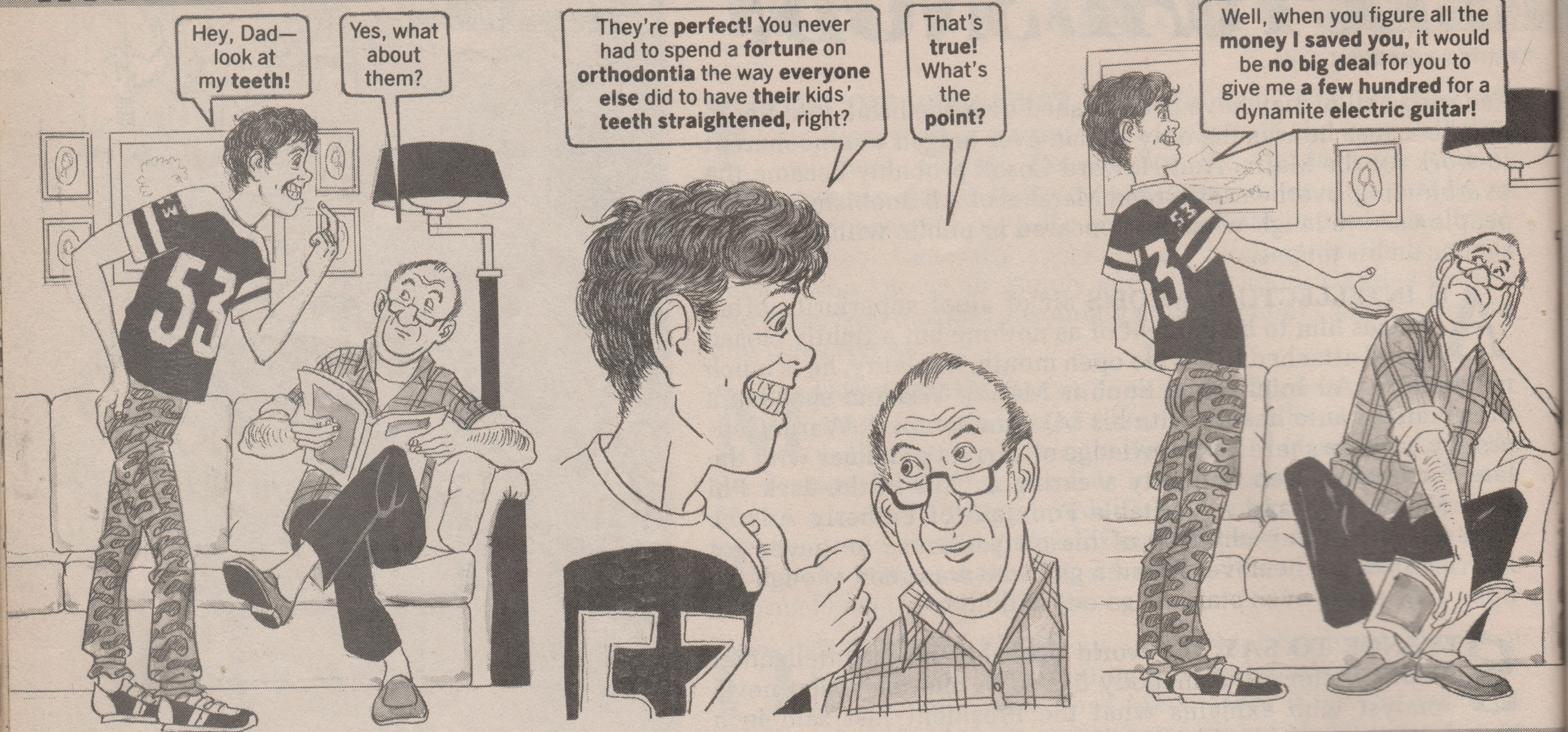
"I WOULDN'T EXPECT YOU TO UNDERSTAND"





INVESTMENTS

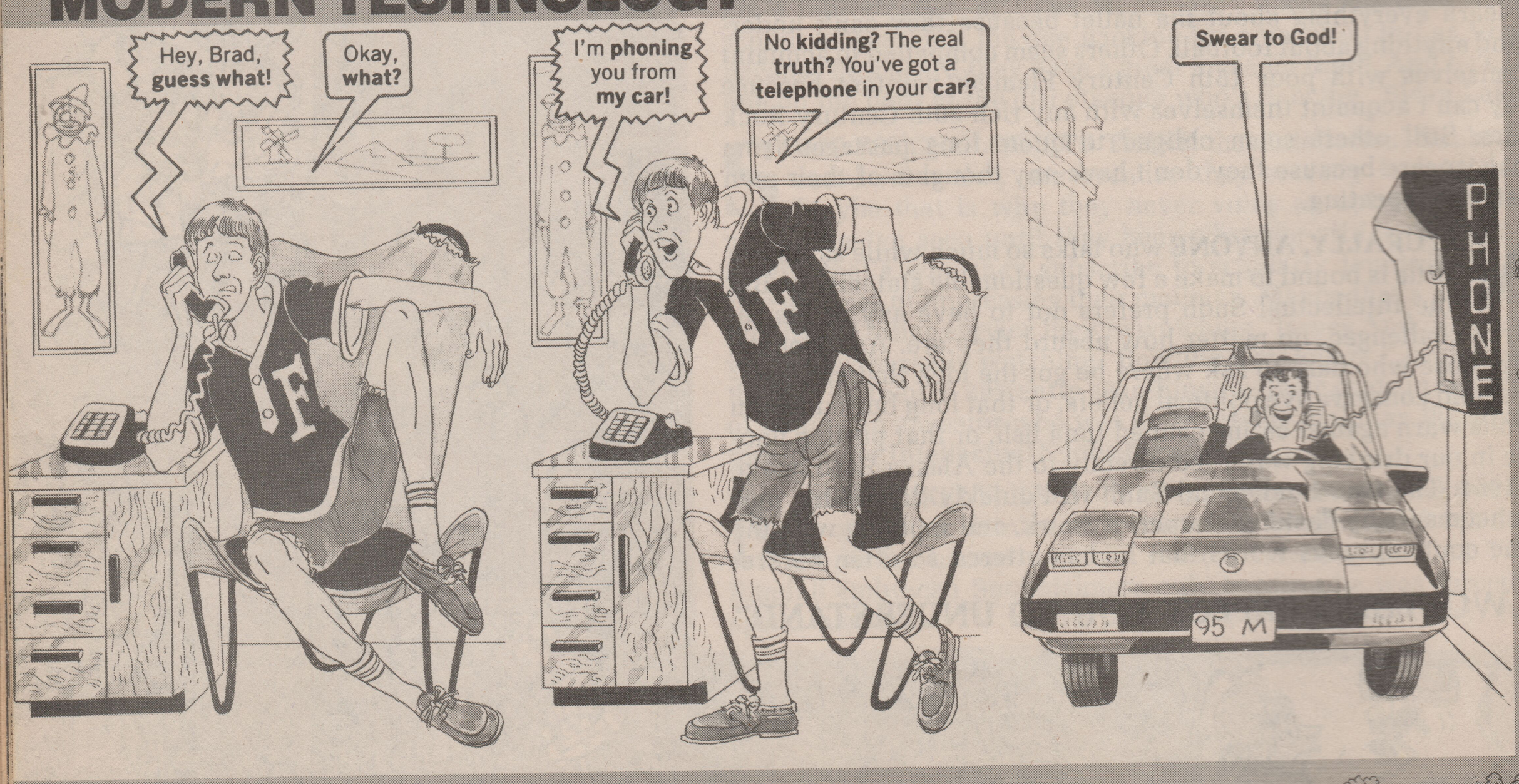



Hey, Dad— look at my **teeth!**
Yes, what about them?
They're **perfect!** You never had to spend a **fortune** on **orthodontia** the way **everyone else** did to have **their** kids' **teeth straightened,** right?
That's **true!** What's the **point?**
Well, when you figure all the **money I saved you,** it would be **no big deal** for you to give me **a few hundred** for a dynamite **electric guitar!**

BERG'S-EYE VIEW DEPT.

THE LIGHTE

MODERN TECHNOLOGY


Hey, Brad, **guess what!**
Okay, **what?**
I'm **phoning** you from **my car!**
No **kidding?** The real **truth?** You've got a **telephone** in your **car?**
Swear to God!
PHONE
95 M

LOGIC

Aggravation! That's all **teenagers** know how to give us mothers— a daily diet of **aggravation!**
There are **three** of us teenagers in **my house,** Mrs. Qwerty, but my mother says we **never** give her **aggravation!**
Then she's doing **something wrong!**

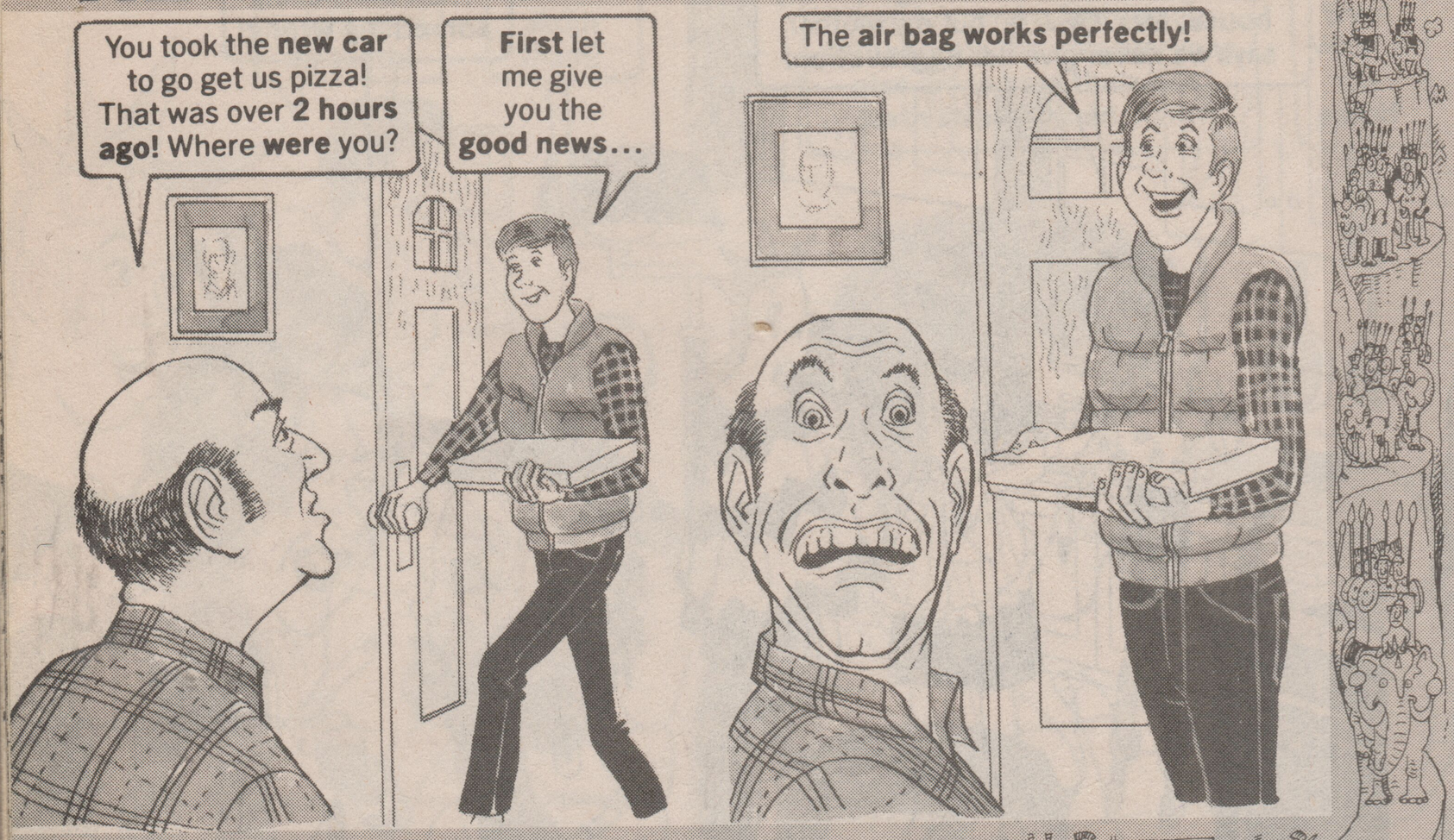
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

PETS

My **cat** is so **smart!**
C'mon, **cats** aren't **smart! Dogs are smart!** Everyone knows **cats** are **stupid!**
How can you say that? **Twishy** is very, very **smart!**
Are you kidding? All she does is **sleep all day** while **you** run to supermarkets to buy her **special cat food!** Then **you** change her **kitty litter!** Then **you** gotta let her **out,** let her **in**...
See what I mean?

NEW CARS


You took the **new car** to go get us pizza! That was over **2 hours ago!** Where **were** you?
First let me give you the **good news...**
The **air bag works perfectly!**
CLOSED FOR REPAIRS

CHEMISTRY

CRIME

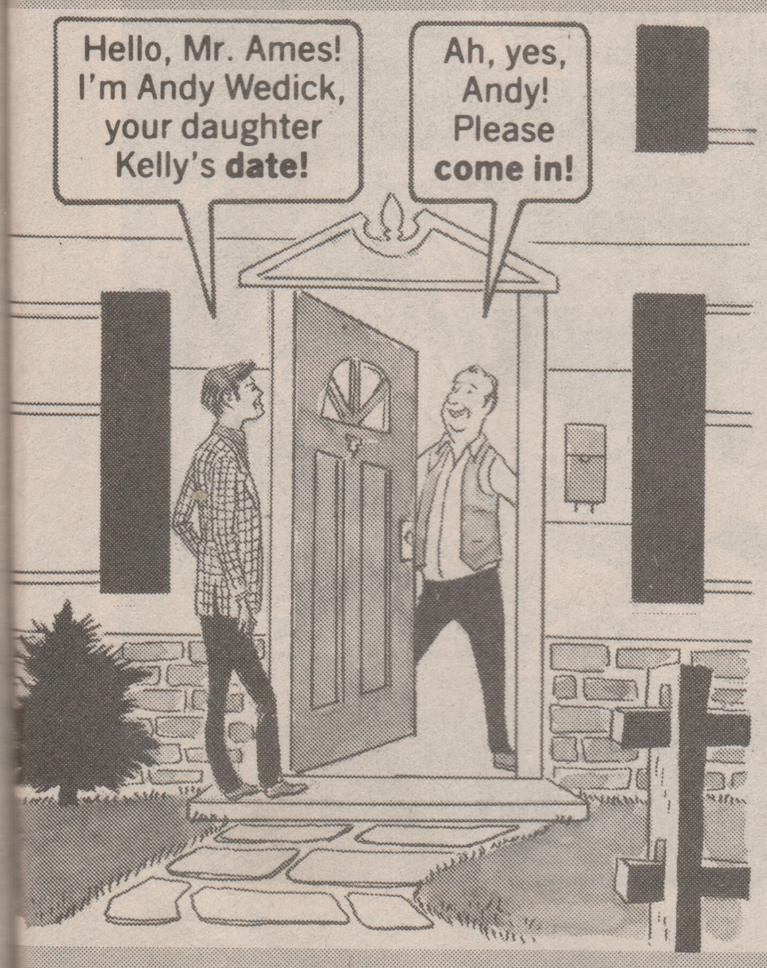
Why do you take **advantage** of hard-working, innocent, people like **me?** Why not think about **improving yourself** so that you can **advance** your life to **higher levels?**
Actually, I **have** been thinking a lot about **that!** And pretty soon I'm **gonna try!**
ROGER KAPUTNIK

COMPLIMENTS

That's **all** guys ever think about! Why don't you **wise up** and learn that I'm **more** than just a **pretty face!**
I'm sorry! I didn't mean that you're not **smart** or **sensitive** or **anything...**

TOYS

DATING



DOCTORS

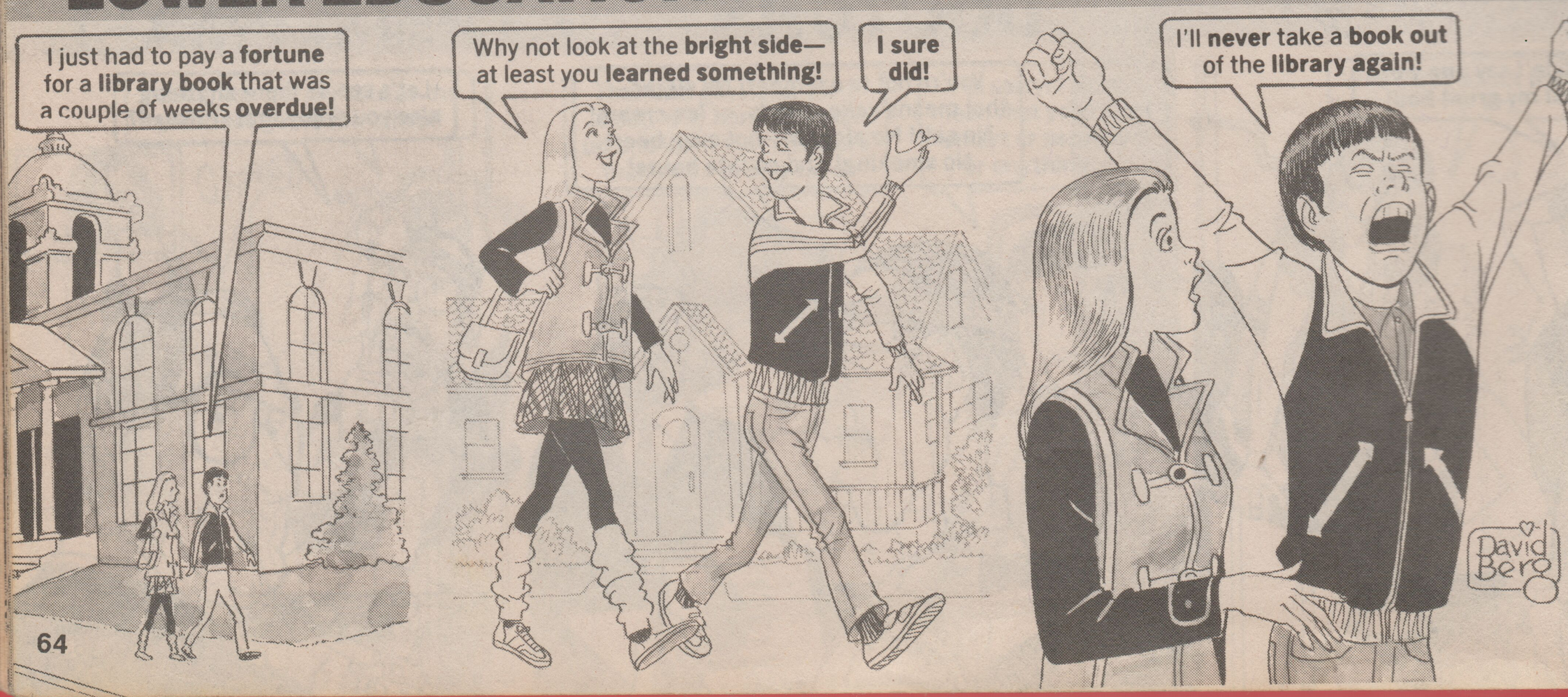
You're not to eat **meat!** No **sugar**—that means **cake, candy,** or **ice cream!** No **salt!** No **alcohol**—not even **beer!** No **smoking!** And no **late hours!**

HIGHER EDUCATION

Hey, Ken, what's the **big hurry?**
I've got a **lecture** at **ten o'clock!**
It's **nine-thirty!** You've got **plenty** of **time!**
No way!
I gotta get here **early** if I want a **seat way in the back!**

COMMUNICATION

LOWER EDUCATION


I just had to pay a **fortune** for a **library book** that was a couple of weeks **overdue!**
Why not look at the **bright side**— at least you **learned something!**
I sure did!
I'll **never** take a **book out** of the **library again!**
David Berg

Adults just love those yecchy, sleazy periodicals that are sold at supermarket checkout counters. They love reading all that juicy gossip and shocking scandal about their favorite heroes and fantasy figures like Liz and Burt and Brooke and Princess Di! Which got us to thinking: Since most people shlep their kids along when they go shopping, the greedy publishers of those slime-sheets could cash in big by putting out special editions just for kids so they, too, can read all the juicy gossip and shocking scandal about their favorite heroes and fantasy figures! Yep, we predict it won't be long before we'll be seeing something like...

ARTIST: JACK RICKARD WRITER: LOU SILVERSTONE

JUNIOR INQUIRER
IF MOM WON'T BUY IT FOR YOU, THROW A TANTRUM!
STRAWBERRY SHORTCAKE: A 40-YEAR-OLD MIDGET WITH DYED HAIR?
HAS E.T. GONE "HOLLYWOOD"?
A Truly Modern Medical Miracle: Humpty Dumpty Put Together Again!
Wendy And Peter Pan Deny Drugs Produced "Never-Never Land"!
What Were Tom And Huck Really Doing In That Cave...?
Are "The Smurfs" Actually Invaders From Outer Space?
Ken And Barbie In Tearful Break-Up As G.I. Joe Moves In...But On Who?!
EXCLUSIVE: RETURN FROM THE DEAD— THE AMAZING STORY OF SLEEPING BEAUTY

ITALIAN CARPENTER CREATES LIFE FROM A BLOCK OF WOOD

Collodi, Italy—Gepetto Pastafazool, a local carpenter, reportedly carved a puppet from a block of wood and then, according to insiders, the puppet miraculously came to life.

The little puppet, who was named Pinocchio, almost immediately started giving Gepetto trouble, neglecting to clean his room and refusing to go to school.

"If this kind of thing keeps up," Gepetto told Inquirer reporters, "I'll turn him back into a pile of firewood! Then, I'll carve me a Playboy bunny and see what happens!"

Pinocchio comes to life

Gepetto comes to life

RICH, GORGEOUS AND MISERABLE!

A BROKEN HEART FOR THE GLASS SLIPPER PRINCESS

The storybook romance between Cinderella and Prince Charming has turned into a rotten pumpkin, according to a reliable source close to the couple.

The Prince, a known "shoe freak," has moved out of the palace and is reportedly living with an elderly widow and her many children in a shoe.

He's really into shoes! The Prince is now living in one!

Distraught Mother Claims Pac Man Devoured Her Son

Grief-stricken Greta Glitch told the Inquirer that she believes her son, Billy Joe Bob, who has been missing for two weeks, was devoured by Pac Man.

"Billy Joe Bob was alone in his room playing his Pac Man game. That's all he ever did," said Mrs. Glitch. "I'd come to bring him his supper, and he was gone! You'd think they'd be more careful what kind of games they sell kids! I mean, the least they could do is put a warning label on the package! I mean, how's a parent to know?!?"

The Police say there are no clues to Billy Joe Bob's mysterious disappearance.

"J'accuse!" Mrs. Glitch fingers Pac Man, who she blames for her son's mysterious disappearance from his room.

ROYAL SCANDAL ROCKS MERRY OLDE ENGLAND

King Arthur, the noble and popular ruler of England, may have ascended to the throne illegally. Arthur, you'll recall, was crowned King when he successfully removed a sword that had been imbedded in a stone.

A highly-placed palace dignitary has informed the Inquirer that the sword had been held in place by a powerful substance known as Ye Olde SuperGlue, and that Arthur had dissolved the glue with a "solvent" supplied by Merlin.

King Arthur has refused comment on the allegation, invoking Royal Privilege.

MODERN MIRACLE!! PRINCESS GIVES BIRTH TO FROG!!!

(Exclusive to the Junior Inquirer)

"I'm so proud! He looks just like I used to look when I was a wee tadpole!" beamed Prince Rana, the father of the first frog ever born into the Royal family.

The delighted couple plan to name the new heir to the throne "Kermit the First, Bull of Buckingham."

Kermit the First, after being turned into a beautiful baby boy by Princess Hotlips.

Kermit the First as he looked before being kissed by his Mother, Princess Hotlips.

Dumped by Bobsey Twins, Hardy Boys Share New Love

Will Triangle Lead To Heartbreak?

Following the anguish of their recent break-up with the comely Bobsey Twins, Joe and Frank Hardy, handsome, youthful boy detectives have rebounded into the arms of glamorous foxy crime-fighter Nancy Drew.

Ms. Drew told Inquirer reporters that "we're all just good friends, and we have joined forces only to fight crime, right wrongs and maybe go to a movie or two." However, according to a close friend, the Hardy Boys are head-over-heels in love with the Drew girl.

Two's company, but three is a problem! Can heartbreak be far behind?

Hardy Boys and Nancy Drew share a soda with 3 straws

AMAZING REPORT OF UFO IN KANSAS

"Flying House" Takes Girl and Dog to "Strange Land"

A special investigating team interviewed Dorothy, a young girl who claims to have been "transported to a strange and distant land called Oz" in a space vehicle that resembles a typical Kansas farmhouse.

Reporters gasped at vivid descriptions of the aliens the young girl encountered– such as heartless tin robots, brainless straw creatures, lions lacking courage, and little people that directed her to the power source that made her return trip possible.

Astronomers were unable to locate Oz on their charts.

"Somewhere over the rainbow" doesn't give us enough to go on," they complained.

LOVE KNOCKS CAT IN THE HAT FLAT! HOW ABOUT THAT?!

It's the blockbuster romance of the year! Macho sex symbol, the Cat in the Hat, has fallen happily, hopelessly, madely in love with Mittens, the cuddly middle feline of Three Little Kittens fame.

In an exclusive interview, the Cat told the Inquirer, "That Mittens, that Mittens, is the cutest of kittens! For her, kind sir, I'd tip my hat, don a cravat, vote Democrat, sing in A-flat, catch her a rat, and even get fat!"

Mittens had no comment.

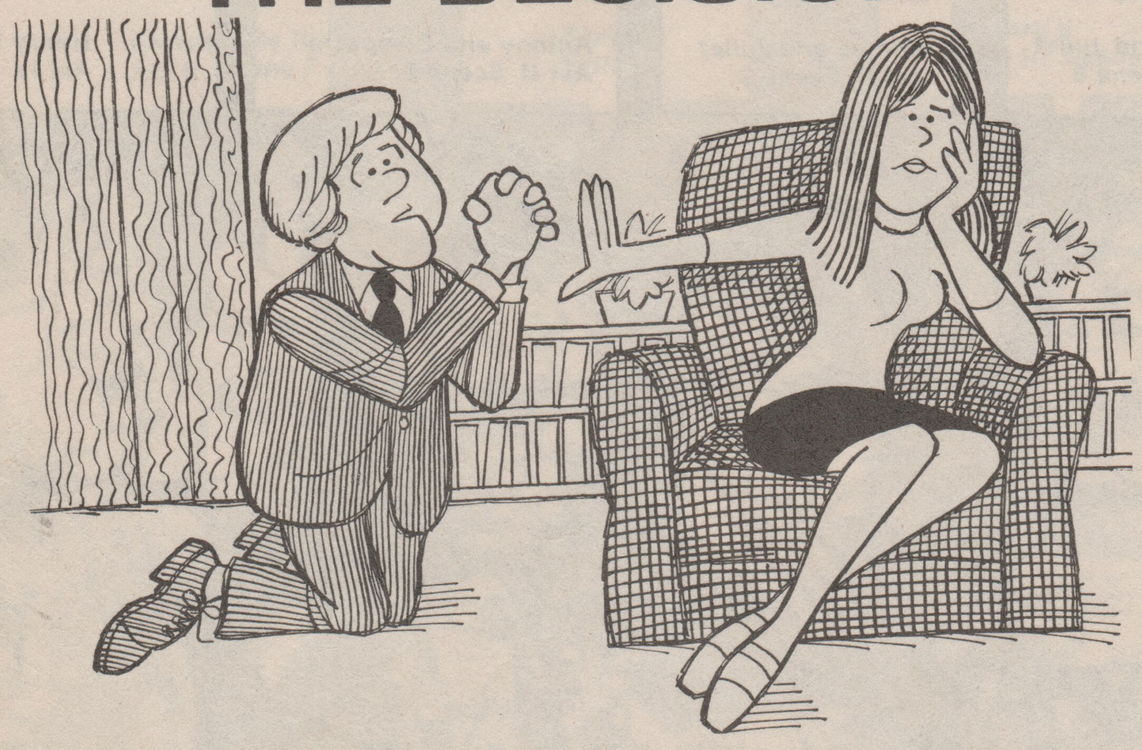
Cat in the Hat goes SPLATT over comely London pussycat

REVERSE IS YET TO COME DEPT.

Robert Burns said, *"The best-laid plans of mice and men oft times go astray, and leave us naught but grief and pain for promised joy."* And Alfred E. Neuman put it even better when he asked, *"How come everything I do turns to poop?"* With these quotes in mind, here's a MAD look at

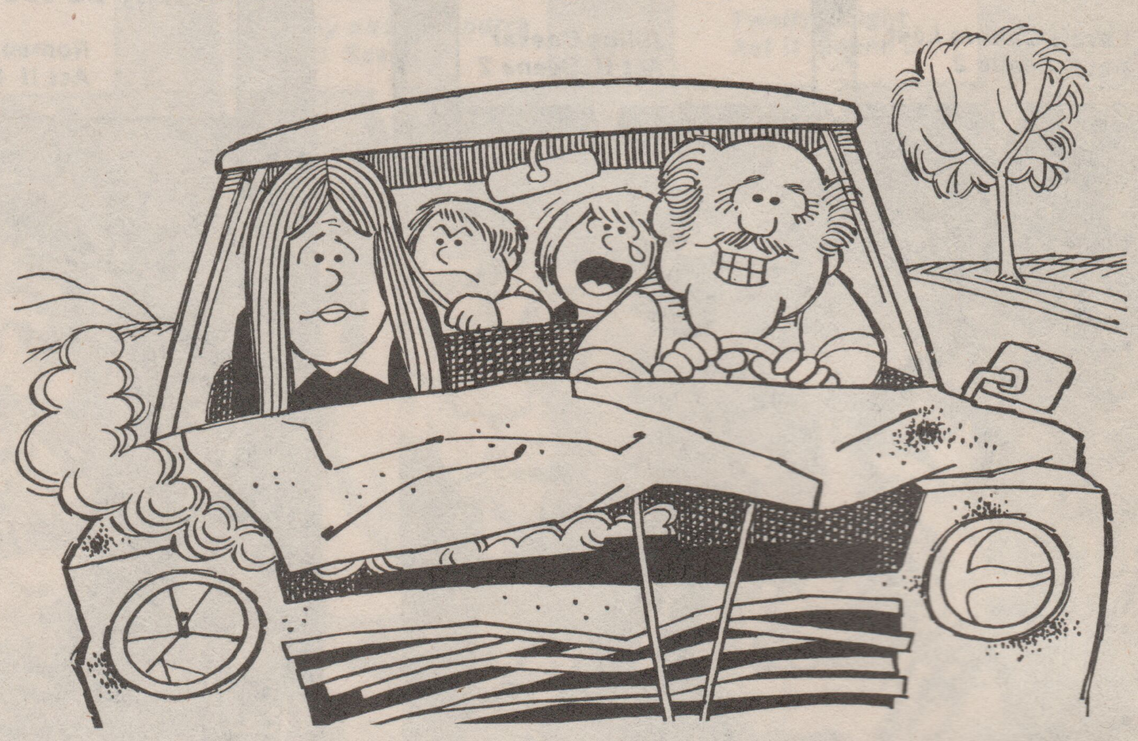
DECISI

THE DECISION



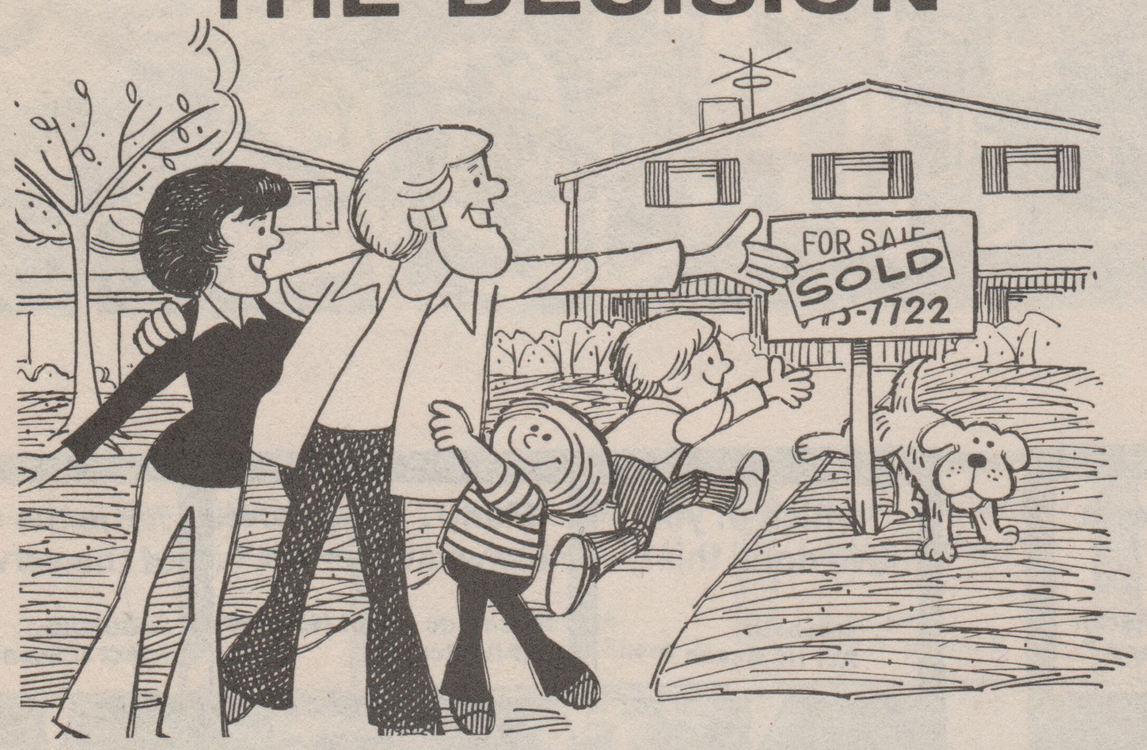
Hoping to avoid making a serious mistake, you decide to not even consider marriage until after you're thirty...

THE DISASTER



After thirty, you find the only available dates are divorced guys who are always broke because of child-support payments.

THE DECISION

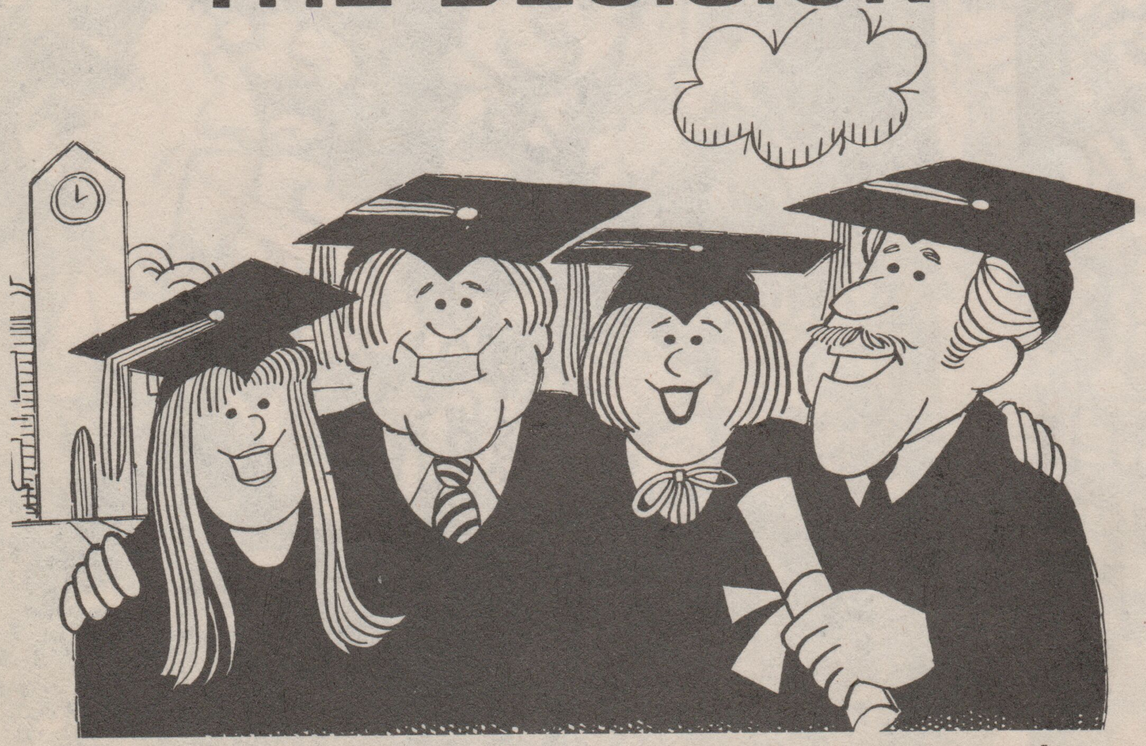


You finally take the big step. You assume a ridiculously high mortgage, and move into the house of your dreams...

THE DISASTER

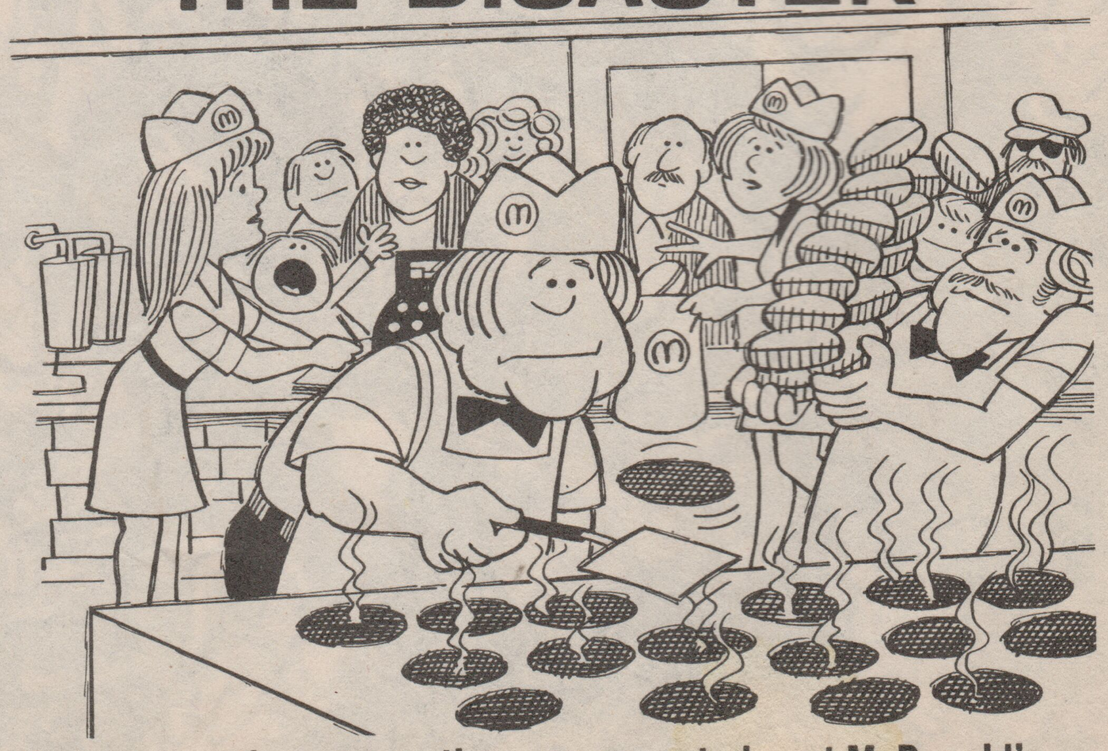
You find that you cannot afford to pay the utility bills.

THE DECISION



As you graduate from college, you promise to get together soon with your best friends from your graduating class...

THE DISASTER

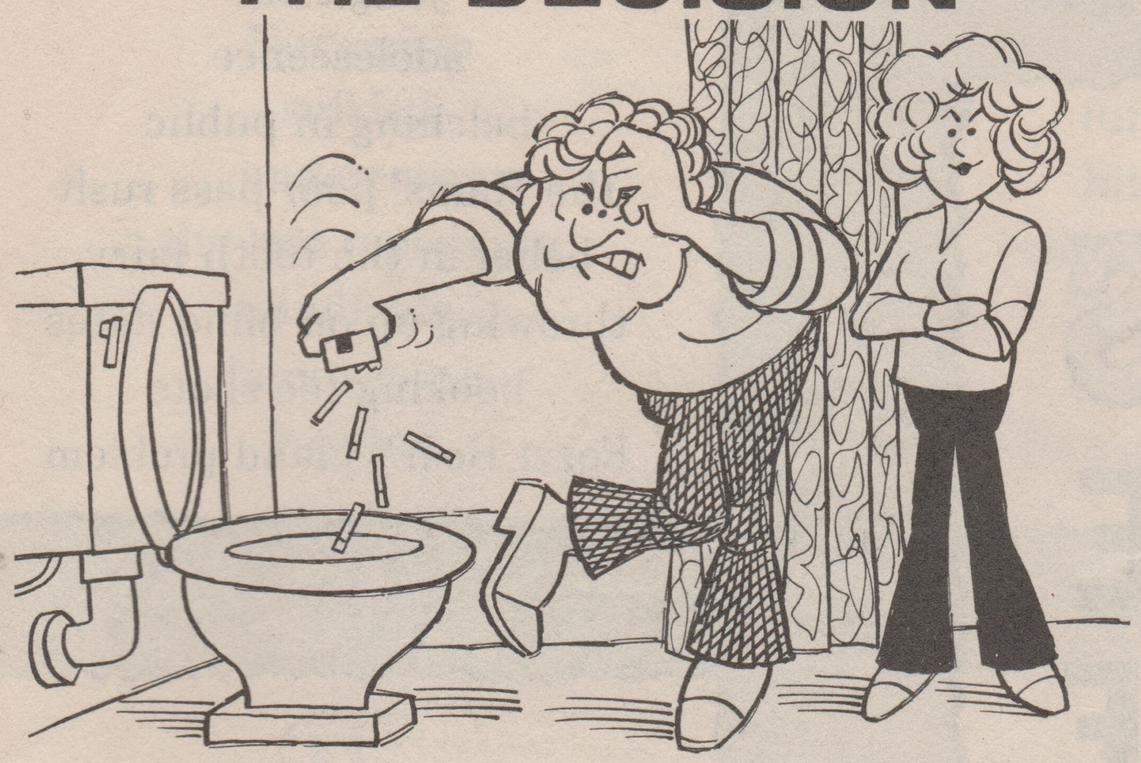


You get together sooner than you expected...at McDonald's ...mainly because it's the only place you can find jobs.

ARTIST AND WRITER: LLOYD GOLA

ON and DISASTER

THE DECISION

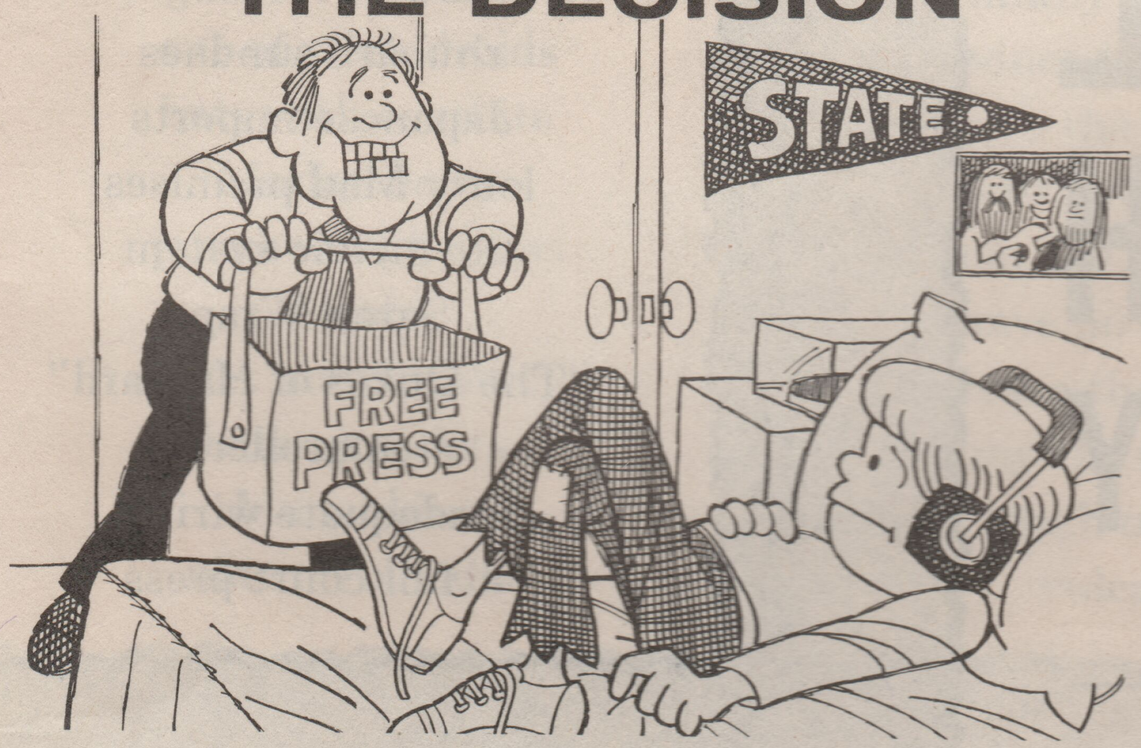


At your wife's urging, you finally vow to quit smoking...

THE DISASTER

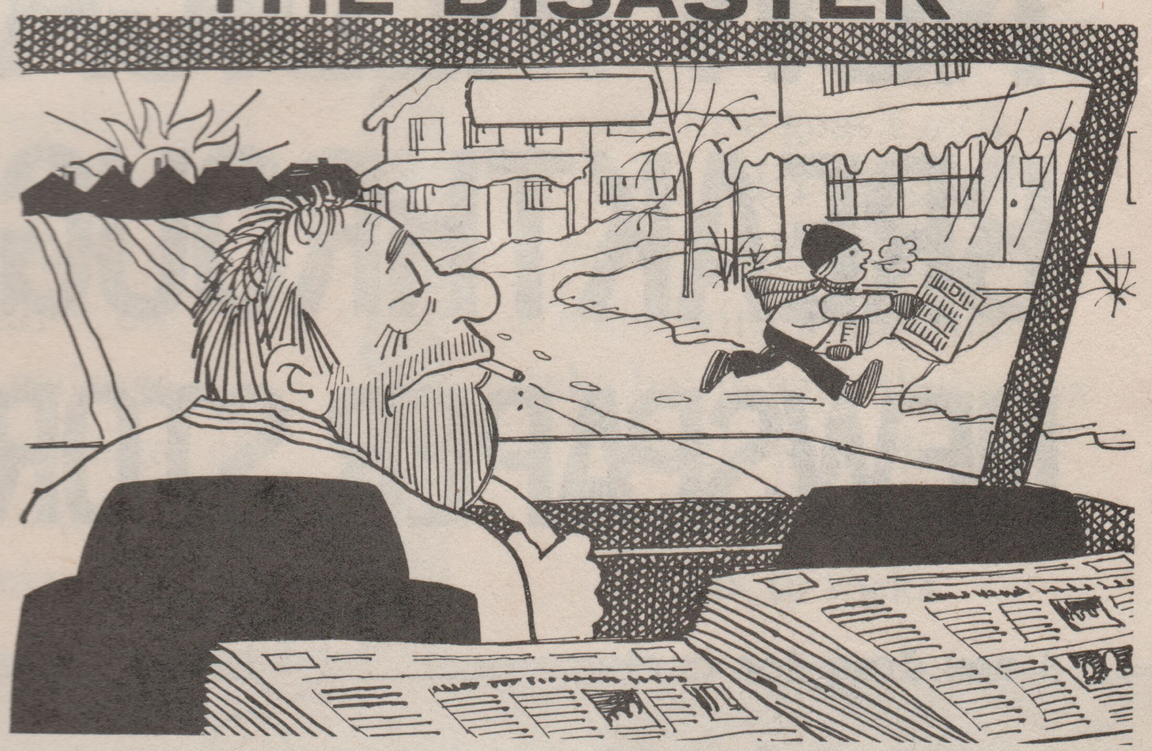
After a month, she leaves you because she can't stand your terrible temper tantrums brought on by nicotine withdrawal.

THE DECISION



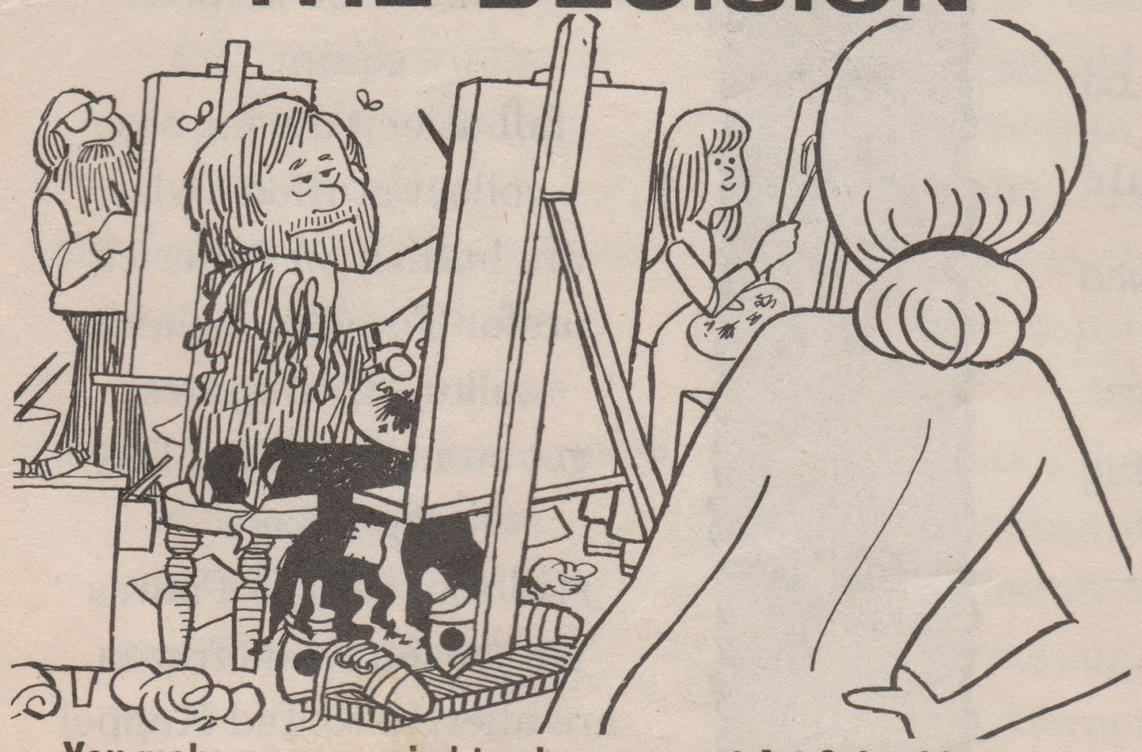
You encourage your kid to get a paper route so he'll learn something about financial responsibility and independence.

THE DISASTER



Because his bike is always broken or the weather is always bad, you soon find you know the route as well as he does.

THE DECISION



You make up your mind to slave away at Art School in hopes of becoming a highly-paid, respected magazine illustrator.

THE DISASTER

Years later, you find the only people who ever publish your stuff are the idiots who run a low-paying infamous magazine.

PILL IN THE BLANKS DEPT.

Every week that goes by, there are newspaper stories about someone perfecting a new drug that promises to cure some dreaded disease. Well, there's no need to wade through any more of these reports because MAD now wraps up the entire problem. Simply fill in the blanks in the clipping below with your choice from the corresponding numbered lists, and you'll have–

MAD's ALL-INCLUSIVE DO-IT-YOURSELF NEW MEDICAL BREAKTHROUGH NEWSPAPER STORY

A new drug for curing ___(1)___

has been perfected by ___(2)___

___(3)___ ___(4)___.

The breakthrough follows years of testing the effects of ___(5)___ on ___(6)___ and should ___(7)___ people who ___(8)___ and ___(9)___.

Created ___(10)___, the new drug ___(11)___ and is ___(12)___.

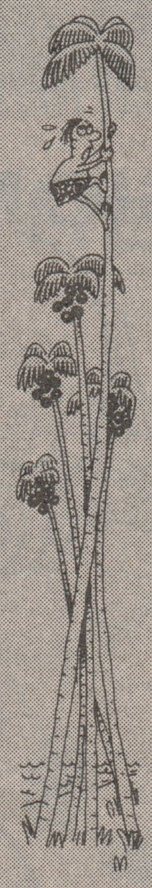
WRITER: FRANK JACOBS

(1)

cancer
heart disease
the common cold
hangovers
jungle rot
adolescence
belching in public
the Rams' poor pass rush
belief in the tooth fairy
throwing up on blind dates
hooking tee shots
Fozzi Bear's gland problem

(5)

carcinogens
stress
mud wrestling
rhubarb sundaes
Japanese imports
lousy Mad premises
the metric system
Saran Wrap
"The Dukes of Hazzard"
steamrollers
inadequate wiring
a full-court press



(9)

want to be helped
squint
fall asleep during sex
collect stuffed owls
are bullish on America
prefer Tums to Rolaids
talk to themselves
get stoned on Flag Day
jog naked
still root for the Padres
eat frozen foods frozen
are allergic to Ted Koppel

(2)

a team of
some 900
preppie
glow-in-the-dark
gung-ho
Norwegian
sulking
undercover
the last remaining
blindfolded
bombed-out
hairless

(3)

scientists
doctors
meter maids
Satan worshippers
tree surgeons
elves
furriers
hitmen
cliff-dwellers
flashers
Moonies
Bosco freaks

(4)

at Harvard
at Johns Hopkins
at Caesar's Palace
in drag
looking for a fast buck
on parole
playing "Missile Command"
driving south on Interstate 5
in Three Rivers stadium
in a trance
hanging by their thumbs
dressed in bad taste

(6)

laboratory mice
rhesus monkeys
timid opossums
out-of-work droids
bats with overbite
Morley Safer
punched-out winos
Omaha
fat machinists
baton-twirlers
Munchkins
natural blondes

(7)

provide relief for
extend the life of
mildly entertain
reduce the taxes of
improve the regularity of
bust the chops of
coat the tongues of
have no effect on
increase the mileage of
destroy the marriages of
bring a touch of old Vienna to
vulcanize

(8)

suffer from the disease
are in their sixties
hoard Twinkies
do not recognize February
are into goat's milk
save old TV Guides
snort unbleached flour
sleep with a nightlight
take baths with their pets
gargle with Brut
starch their underwear
talk to rocks

(10)

through a new chemical process
from moth wings
in a Peoria toolshed
by accident
during the 1982 Super Bowl
out of old batteries
from a Gypsy recipe
during a computer breakdown
in decorator colors
out of sheer boredom
specially for television
as an 18-foot lozenge

(11)

is taken orally
is applied externally
hooks into your stereo
smells like old socks
is mostly aspirin
kills household odors
leaks
has a dumb name
inflates automatically
dissolves plastic
is polyunsaturated
attracts flies

(12)

not available to the public
not available to the public
not available to the public
not available to the public
not available to the public
not available to the public
not available to the public
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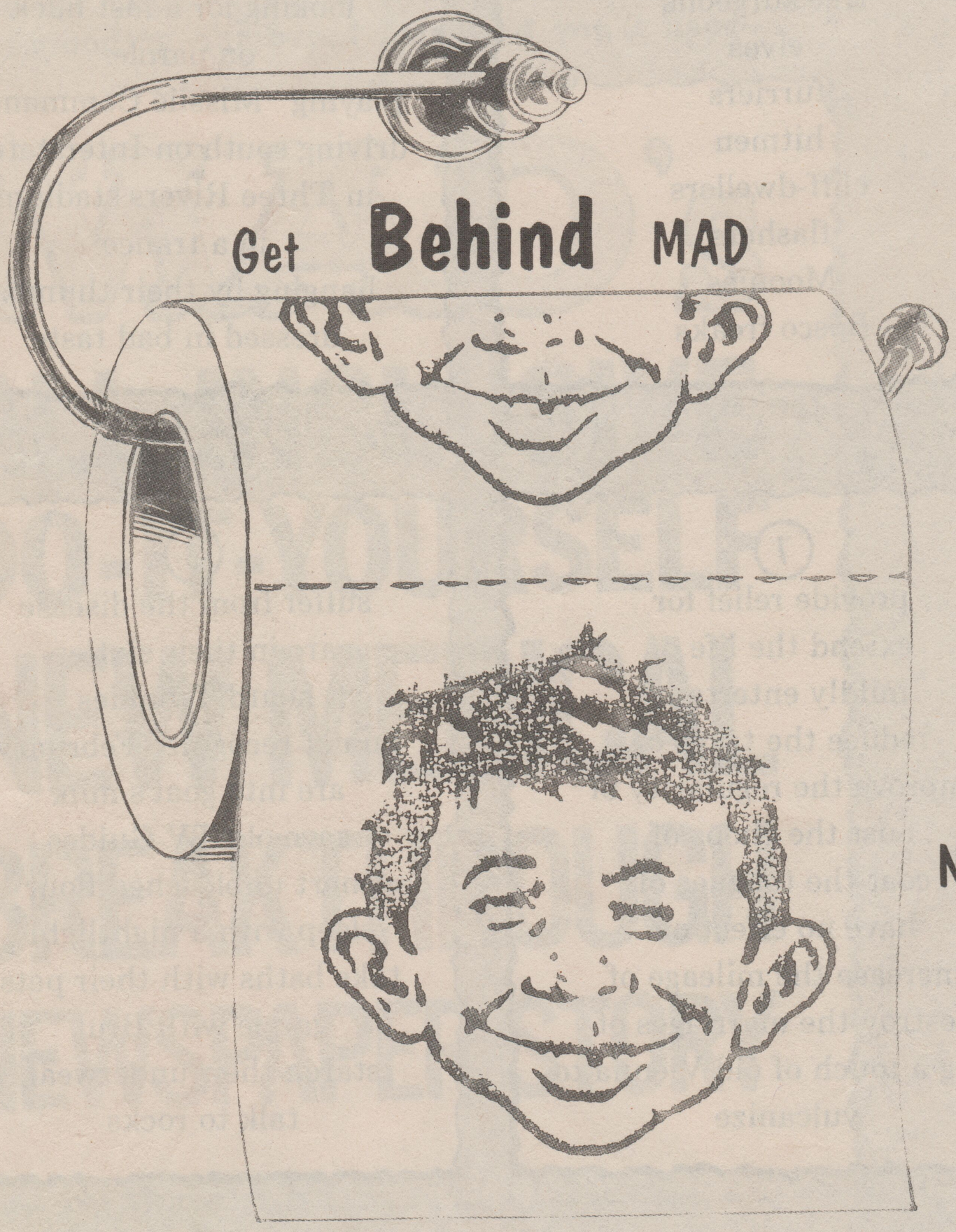
not available to the public
not available to the public
not available to the public
not available to the public

Support The Green Movement



No You Idiot — Not Turtles — Trees

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STC:MS2

WHAT NEW LABOR DEVELOPMENT HAVE THIS WORKER MUCH MORE TIME TO SPEND WITH HIS FAMILY?

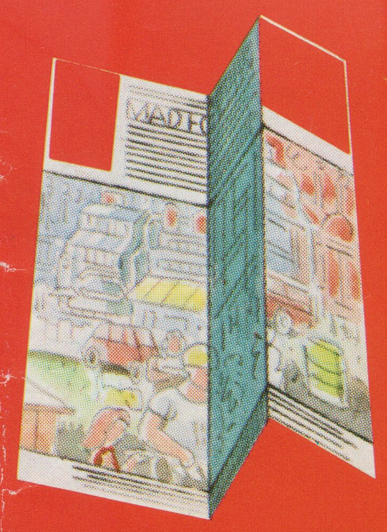
A▶

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Working conditions in our great nation are constantly changing, sometimes for the better... sometimes for the worse. To see how the latest changes are affecting workers everywhere, fold in page as shown at right.

FOLD THIS SECTION OVER LEFT

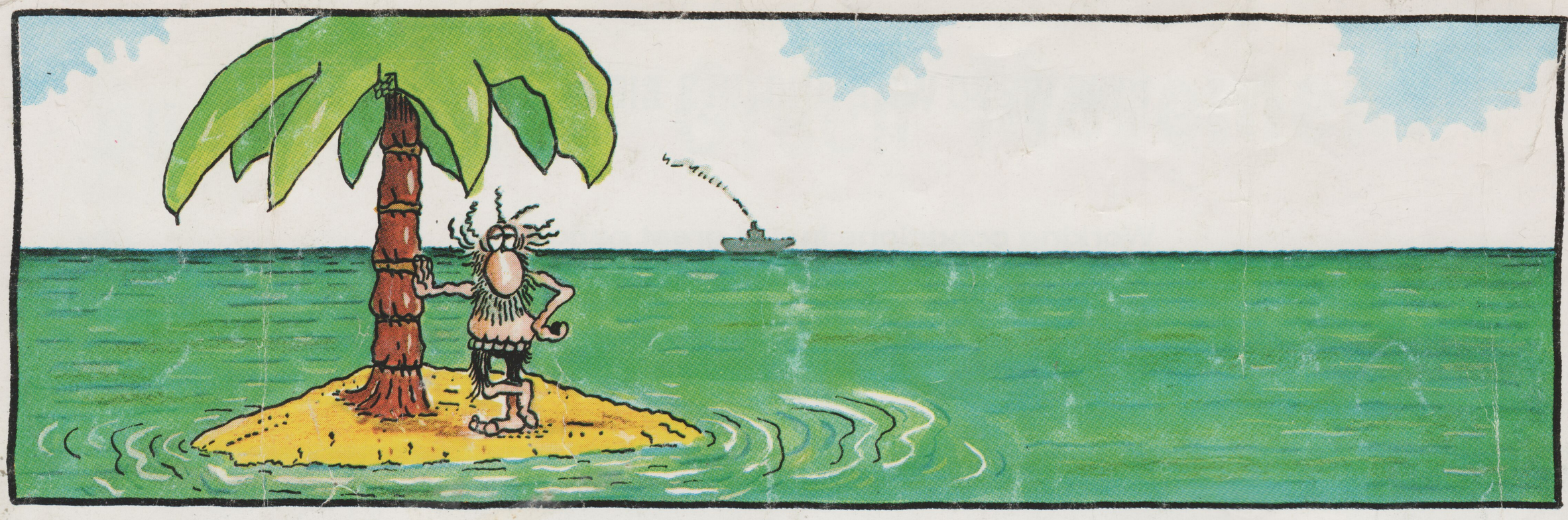


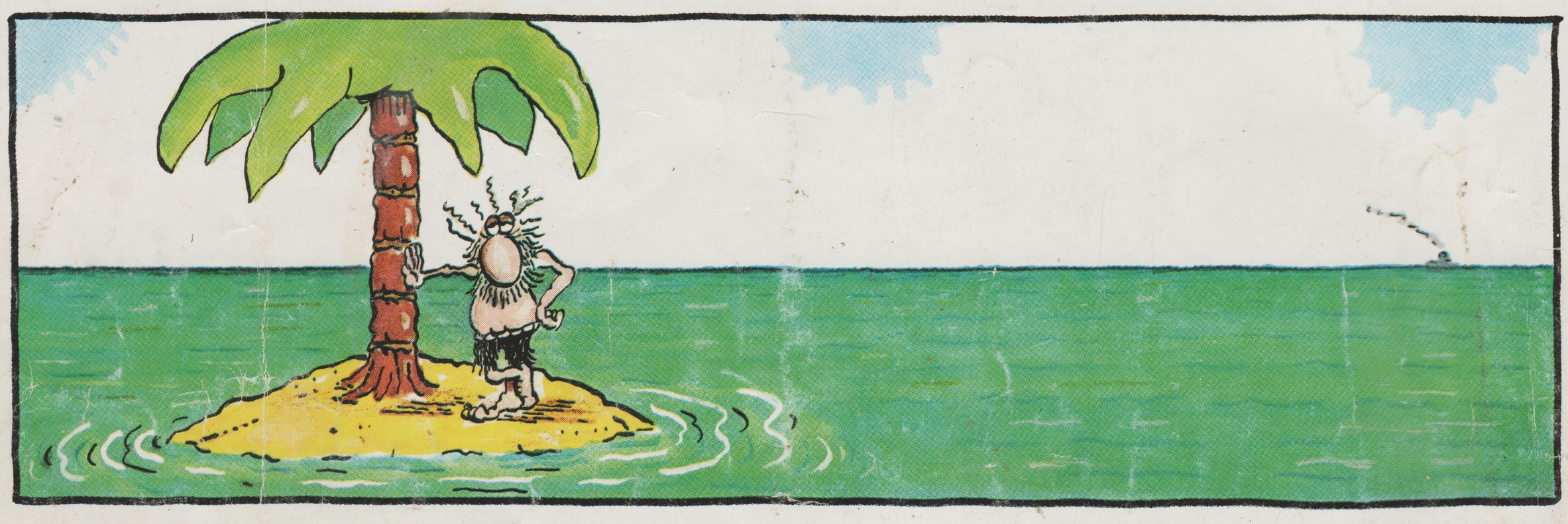
FOLD PAGE OVER LIKE THIS!

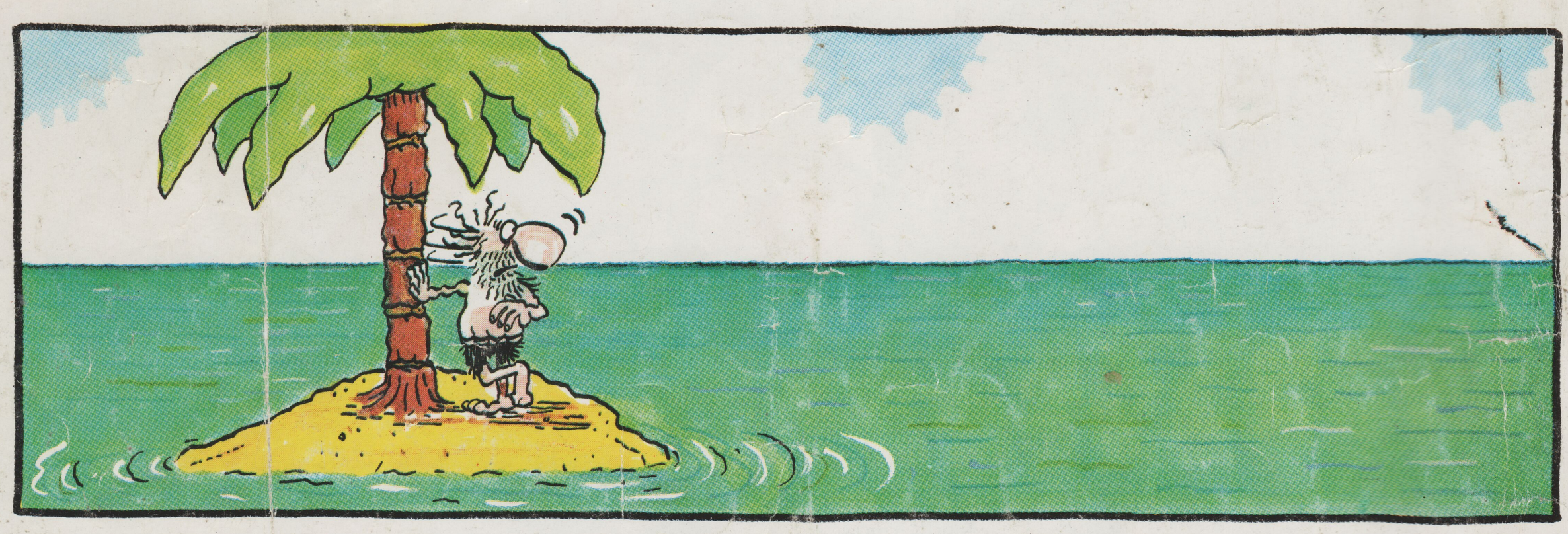
◀B FOLD SO "A" MEETS "B"

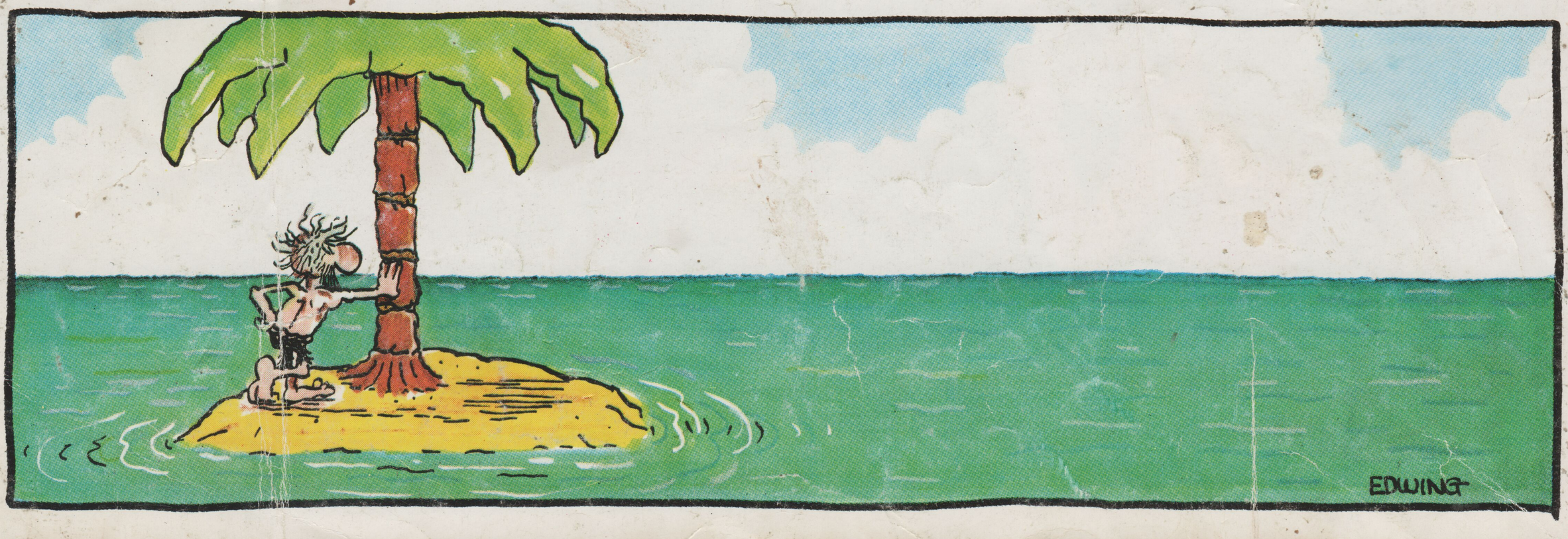
A ROBUST ECONOMY USUALLY GIVES OUR LABORERS A LOT TO CHEER ABOUT. BUT WHEN WE TAKE A CLOSER LOOK AT HOW U.S. INDUSTRY WORKS, WE SEE THAT THIS JOLLY SITUATION CAN ALSO MAKE LIFE A BIT DRAB

A▶ ◀B









WRITER AND ARTIST: DON EDWING